



**CHELTENHAM**  
BOROUGH COUNCIL

***'Built Leisure and Sports Facilities  
Strategy'  
2024-2041***  
**Final version**

**2024**



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Glossary	
<b>Accessibility</b>	The FPM uses a distance decay function where the further a user is from a facility, the less likely they will travel. On average, a 20-minute travel time accounts for approximately 90% of journeys to pools. See travel time definition below.
<b>ATE</b>	Active Travel England
<b>Active Design</b>	Active Design <a href="#">Active Design   Sport England</a> was produced in partnership with Public Health England and is a guide to help implement an active environment. It is a combination of 10 principles that promote activity, health and stronger communities through the way we design and build our towns and cities. The 10 principles have been developed to inspire and inform the layout of cities, towns, villages, neighbourhoods, buildings, streets and open spaces, to promote sport and active lifestyles.
<b>Active Environment</b>	Active Environments <a href="#">Active environments   Sport England</a> is about the places and spaces that we move through in our daily lives that can have a bearing on if and how we move more. We know that the physical environment, through the spaces we live and work in, impact on people being physically active. It's about ensuring our built and natural environments and the connections in-between them are designed or adapted around people, creating the opportunities to increase physical activity levels.
<b>Active Lives</b>	The Active Lives Survey <a href="#">Active Lives   Sport England</a> comprises both an adult and a children and young people element. The survey is carried out on behalf of Sport England by the leading social research company Ipsos MORI. Active Lives measures the number of people taking part in sport and physical activity across England and their attitudes associated with this. It provides the most comprehensive and authoritative picture of sports participation in England and is central to Sport England's measurement of its own strategy.
<b>Active Places Power</b>	<a href="#">Active Places Power</a> Active Places Power is a website to help those involved in providing sport provision with a series of tools to guide investment decisions and develop sport provision strategies. Primarily for local authorities and national governing bodies of sport it can help to build an evidence base when identifying and planning where to target interventions for facilities, clubs or other activities.
<b>Active Travel / Active Transport</b>	'Active travel' (or active transportation or mobility) means walking or cycling as an alternative to motorised transport (notably cars, motorbikes/mopeds etc.) for the purpose of making every day journeys. <sup>1</sup>
<b>ANOG</b>	Assessing Needs and Opportunities Guidance <a href="#">Planning for sport   Sport England</a> is a guide to help carry out comprehensive assessment of the needs for a range of indoor and outdoor sports facilities. The guide focuses on the practicalities of producing a clear and robust assessment to help develop and apply local planning policy. As a result, the guide will be able to assist local authorities with meeting the requirements of the National Planning Policy Framework (paragraph 98).
<b>Assessment of Needs</b>	An assessment within a given geographical area of the current and future needs for a type of sports facility which takes into account the quantity, quality, accessibility and availability of facilities.
<b>BMA</b>	British Medical Association
<b>CMO</b>	Chief Medical Officer
<b>CIL</b>	Community Infrastructure Levy
<b>DCMS</b>	Department for Digital, Culture, Media and Sport

<sup>1</sup> PHE 'Working Together to Promote Active Travel' A briefing for local authorities 2016

Glossary	
<b>Demand</b>	Who wants to use facilities?
<b>Cheltenham Council area</b>	Also referred to as Cheltenham or the Borough
<b>Facility (ies)</b>	The areas available within a centre such as sports hall, pool, tennis courts, changing rooms etc.
<b>FPM</b>	Sport England Facilities Planning Model <a href="#">Facilities Planning Model   Sport England</a> is a computer model that helps assess the strategic provision of community sports facilities. It looks to assess whether the capacity of existing facilities are capable of meeting local demand for a particular sport. It covers sports halls, swimming pools and artificial grass pitches, and has also been used for indoor bowls centres.
<b>Leisure Activity</b>	Activities people do to relax or enjoy themselves outside of work and other duties.
<b>Local Share</b>	Which areas have better or worse provision, considering number of people who want to use them? It considers the size, availability, and quality of facilities, as well as travel modes. Local share is useful for looking at 'equity' of provision. Local share is the available capacity that people want to visit in an area, divided by the demand for that capacity in the area (considering deprivation). Local share decreases as facilities age.
<b>LSDG</b>	Leisure Services Delivery Guidance <a href="#">Strategic outcomes planning and leisure services delivery   Sport England</a> supports understanding of appropriate facility management models to deliver strategic outcomes through public leisure facilities.
<b>LTA</b>	Lawn Tennis Association
<b>Members</b>	Current leisure centre known users
<b>Moving Communities</b>	Moving Communities is a service that helps local authorities, leisure providers and policymakers to understand the performance of their leisure centres
<b>NGBs</b>	National Governing Bodies
<b>NPPF</b>	The National Planning Policy Framework <a href="#">National Planning Policy Framework - Guidance - GOV.UK (www.gov.uk)</a> sets out the Government's planning policies for England and how these should be applied. It provides a framework guiding the preparation of development plan documents, associated evidence base and supplementary planning documents (Planning Policy). It is also a material consideration which should be taken into account when determining applications for planning permission (Development Management)
<b>OHID</b>	Office for Health Improvement and Disparities
<b>Peak Period</b>	Weekday: 09:00 to 10:00, 12:00 to 13:00, 15:30 to 21:00 Weekend: 08:00 to 15:30
<b>PHE</b>	Public Health England
<b>Physical Activity</b>	Active living, recreational activity, sport, exercise, play and dance
<b>Planning Obligations</b>	Planning obligations under Section 106 of the Town and Country Planning Act 1990 (as amended), commonly known as S106 agreements, are a mechanism which make a development proposal acceptable in planning terms, that would not otherwise be acceptable. They are focused on site specific mitigation of the impact of development. S106 agreements are often referred to as 'developer contributions' along with highway contributions and the Community Infrastructure Levy.
<b>PPS</b>	Playing Pitch Strategy sets out recommendations and prioritised actions to ensure the current and future needs of the population in given geographical area can be met
<b>Satisfied Demand</b>	This represents the proportion of total demand that is met by the capacity at the sites (pools, sports halls) from Cheltenham residents who live within

Glossary	
	the driving, walking or public transport travel time of a pool/sports hall. This includes pools/sports halls located both within and outside Cheltenham
SE	Sport England
SFC	The Sports Facility Calculator <a href="#">Sports Facility Calculator   Sport England</a> uses the parameters of the FPM and is designed to estimate the demand for sports facilities created by a new community as part of a residential development. The SFC is hosted and accessed through Active Place Power
Site Capacity	Visits per week in the peak period
SLP	Cheltenham, Gloucester and Tewkesbury strategic and local Plan
SOPG	The Strategic Outcomes Planning Guidance <a href="#">Strategic outcomes planning and leisure services delivery   Sport England</a> is designed to help create a focus and vision on local outcomes informed by customer insight. This will deliver interventions that affect behavioural change in target audience, ultimately delivering the desired results for that local authority
Sport	"All forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental wellbeing, forming social relationships or obtaining results in competitions at all levels." (Council of Europe, 2001)
Supply	How many facilities are there and what is their capacity
Travel Time	The fpm uses travel time to define facility coverage in terms of driving and walking. The model includes three different modes of travel – car, public transport, and walking. Car access is also considered. The model includes a distance decay function, where the further a user is from a facility, the less likely they will travel. Survey data shows that almost 90% of all visits, both by car and on foot, are made within 20 minutes. Hence, 20 minutes is often used as a rule of thumb for the catchments for sports halls and swimming pools
Unmet Demand	Who is unable to use facilities and why? Is there insufficient capacity or are people too far away from facilities?
Used Capacity	How full are the facilities and where are people coming from (inside and outside the authority)? This is a measure of usage at pools/sports halls and estimates how well used or full facilities are. The FPM is designed to include a 'comfort factor', beyond which the venues are too full/too crowded to participate comfortably. In the model Sport England assumes that usage of more than 70% of capacity is busy and that the pool/sports hall is operating at an uncomfortable level above that percentage.
Weekly peak period	This is when the majority of visits take place and when users have most flexibility to visit.
VPWPP	Visits per week in peak period.

## 1. Introduction

- 1.1. Cheltenham Borough Council requires an updated Sports and Physical Activity Strategy for Cheltenham. This is based on an update of Cheltenham's existing Playing Pitch Strategy and Action Plan and its Built Leisure and Sports Facilities Strategy that were completed in 2017.
- 1.2. The Council Sport and Physical Activity Strategy is in development. In line with Sport England's Strategic Outcomes Planning Guidance (SOPG), the Council has completed its first phase agreeing its ambition and collective [vision for sports and physical activity and high-level shared outcomes](#). As part of the first phase, the Council held key stakeholder workshops – a key theme from which was the desire to understand provision of sporting facilities across Cheltenham and to work collectively to unlock the potential in these assets. Where there is a demonstrable gap in provision, stakeholders want to support investment into meeting gaps in supply, together with developing a shared vision for sport and physical activity to 2041

*Cheltenham is a place where everyone has the opportunity to enjoy and benefit from physical activity and sports, creating active, healthy and happy communities via an accessible, high quality and sustainable network of sporting infrastructure and through creating active and inclusive communities where everyone has the chance to thrive and contribute to Cheltenham's future growth and prosperity.*

- 1.3. To achieve the vision agreed with partners, the strategy and updated assessments should deliver against the following objectives:
  - Cheltenham has the physical sporting infrastructure (playing pitches and built facilities) needed to ensure everyone has the opportunity to enjoy sports and physical activity.
  - Cheltenham has the community sporting infrastructure (clubs, teams, and groups) needed to ensure everyone has the opportunity to enjoy sports and physical activity.
  - That this physical and community infrastructure is of appropriate quality, is in the right place to meet current and projected future demand, meets up-to-date standards of accessibility and is sustainable over the longer-term.
  - We create active communities where everyone has the chance to be active and thrive.
- 1.4. One of the aims of this Built Leisure and Sports Facilities Strategy is to provide the updated evidence base to support investment into the provision to meet the sport and recreation needs of Cheltenham now and into the future.
- 1.5. Cheltenham has embarked in the preparation of the Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan (SLP). This strategy will form part of the evidence base for the SLP. Tewkesbury are currently commissioning reassessment of their area, but to ensure a bridge between the two reports, this strategy and updated assessments will take into consideration two strategic allocation sites (West Cheltenham and North West Cheltenham) which straddle Cheltenham and Tewkesbury Borough Council's boundaries and are currently live planning applications. The findings of this work is being used to inform the detailed Section 106 negotiations across these sites.

- 1.6. The strategy will inform and review leisure provision to determine future investment priorities and provide a technical base to inform delivery via current and future planning applications, future policy and funding bids set within the context of:
  - An up to date picture of the population.
  - An up to date picture of current provision.
  - An up to date assessment of future needs in respect of sports and recreation facilities, clearly identifying any under/over provision up to 2041.
  - The role of Community Infrastructure Levy and Section 106 obligations in meeting needs.
- 1.7. The Council needs to understand whether it is has the right facilities in the right place to meet the current and future needs of its residents.
- 1.8. Local authorities are under great pressure in terms of budgets, changing demographics and increasing demands on health services, meaning sport, physical activity and health, including mental health are increasingly being seen as co-producers of local outcomes.
- 1.9. This Built Leisure and Sports Facilities Strategy will cover the following sports and leisure provision:

**Table 1 – Built Leisure & Sports Facilities**

<b>Built Leisure &amp; Sports Facilities</b>
Athletics tracks
Bowls (indoor and outdoor)
Cycling facilities
Gym and fitness facilities
Gymnastics
Indoor cricket
Indoor football and futsal
Indoor Lacrosse
Indoor swimming pools (minimum size 160sqm)
Netball (indoor and outdoor)
Outdoor education type facilities
Sports halls 3+ courts size (badminton, basketball and volleyball)
Squash
Tennis (indoor and dedicated outdoor), plus padel and pickleball
Village halls/community halls and their role in providing sport and physical activity opportunities
Wheeled sports (ramps and facilities for BMX, skateboard, scooters)

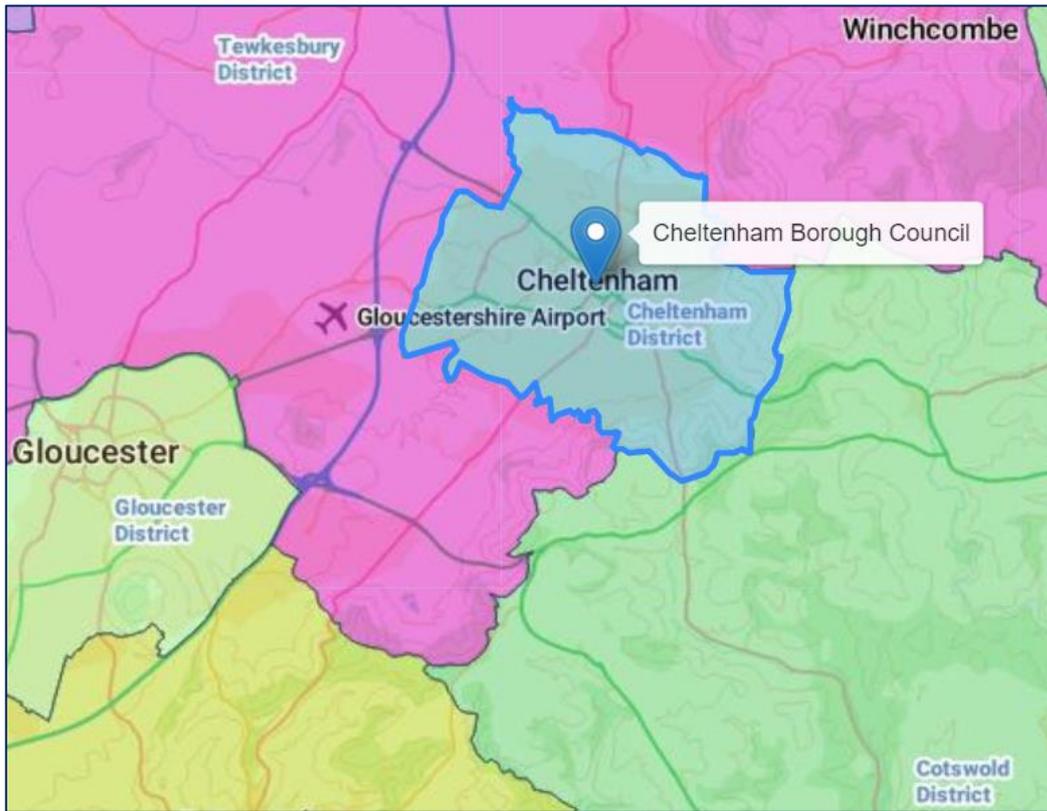
- 1.10. Consultation has been undertaken with national governing bodies, sports clubs, schools and town/parish councils and the assessment uses Sport England Tools such as Active Places Power and Active Lives data.
- 1.11. A Playing Pitch Strategy (PPS) has been developed at the same time and there is some crossover where indoor and outdoor facilities are provided in the same location. Taken together the PPS and Built Leisure and Sports Facilities Strategy provides the overarching context, vision and priority outcomes which will collectively form the up to

date evidence to inform the SLP and future negotiations in respect of development proposals and the councils approach to management of its own sites.

## 2. Background

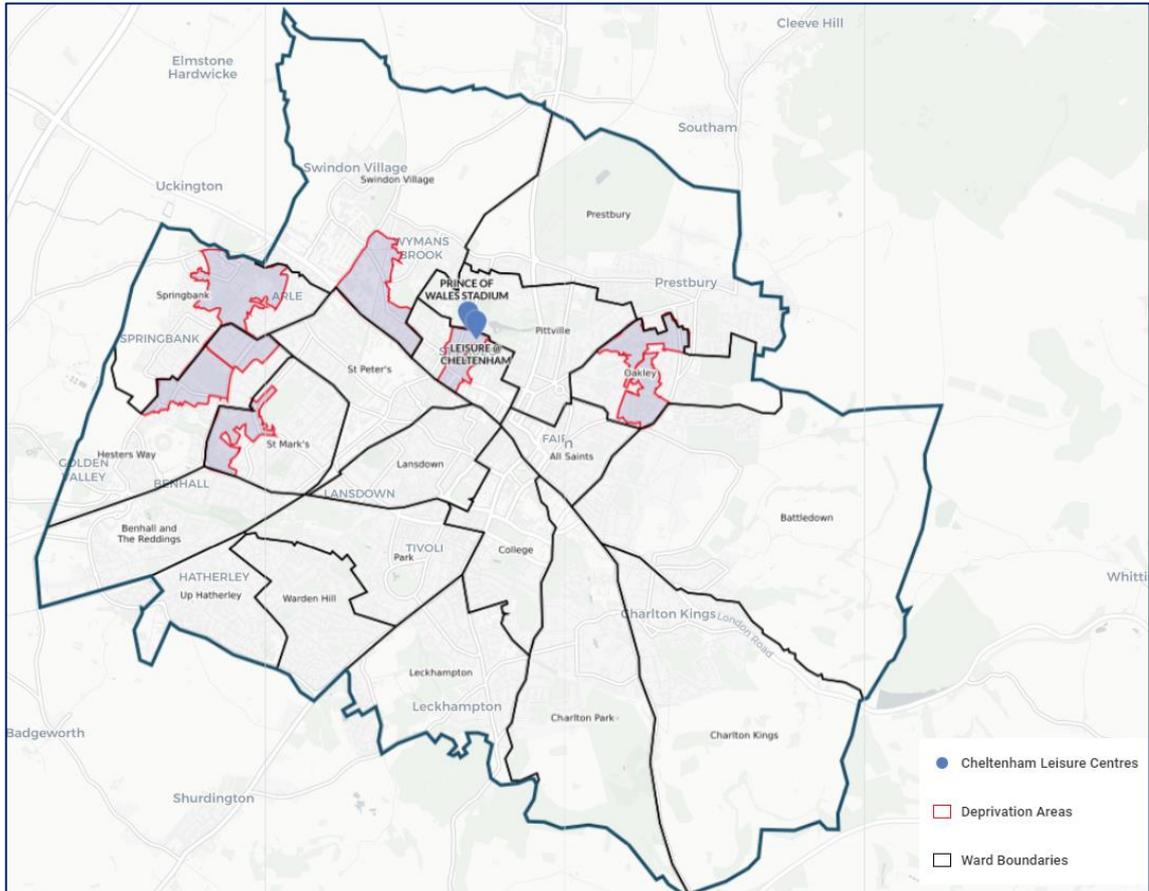
- 2.1. Situated in the county of Gloucestershire, Cheltenham Borough is surrounded on all sides by Cotswolds National landscape and designated Green Belt. Cheltenham is a spa town and often described as "a town within a park". Its context, within the National Landscape, its parks and gardens together with its architectural heritage and festival environment attracts visitors from countries all over the world. Cheltenham has a strong and vibrant retail centre and a strong economy, being home to GCHQ and reinventing itself as cyber capital of the UK supported through the investment and delivery of [Golden Valley Development](#).
- 2.2. Cheltenham is adjacent to the M5 motorway providing excellent links to Bristol and Birmingham and connected by the A417 to Swindon and A40 towards Oxford and London. The borough has good rail connections with Birmingham, Bristol and London. It is made up of 20 electoral wards.
- 2.3. The map below shows the Cheltenham Borough Council area and surrounding local authorities. Relevant to this strategy is Tewkesbury Borough Council, due to the cross boundary development impacts. The siting of neighbouring local authority indoor sports facilities, particularly sports halls and swimming pools, is important. The most attractive facility for some Cheltenham residents may be outside the borough (known as exported demand). For residents of neighbouring local authorities, their most attractive leisure facility maybe inside Cheltenham (known as imported demand). A customer's choice of leisure facilities does not respect local authority boundaries. Given the relevance of Tewkesbury Borough, they are identified as a key partner and have been fully engaged in the preparation of this strategy.

Map 1 – Map and Location of Cheltenham Borough



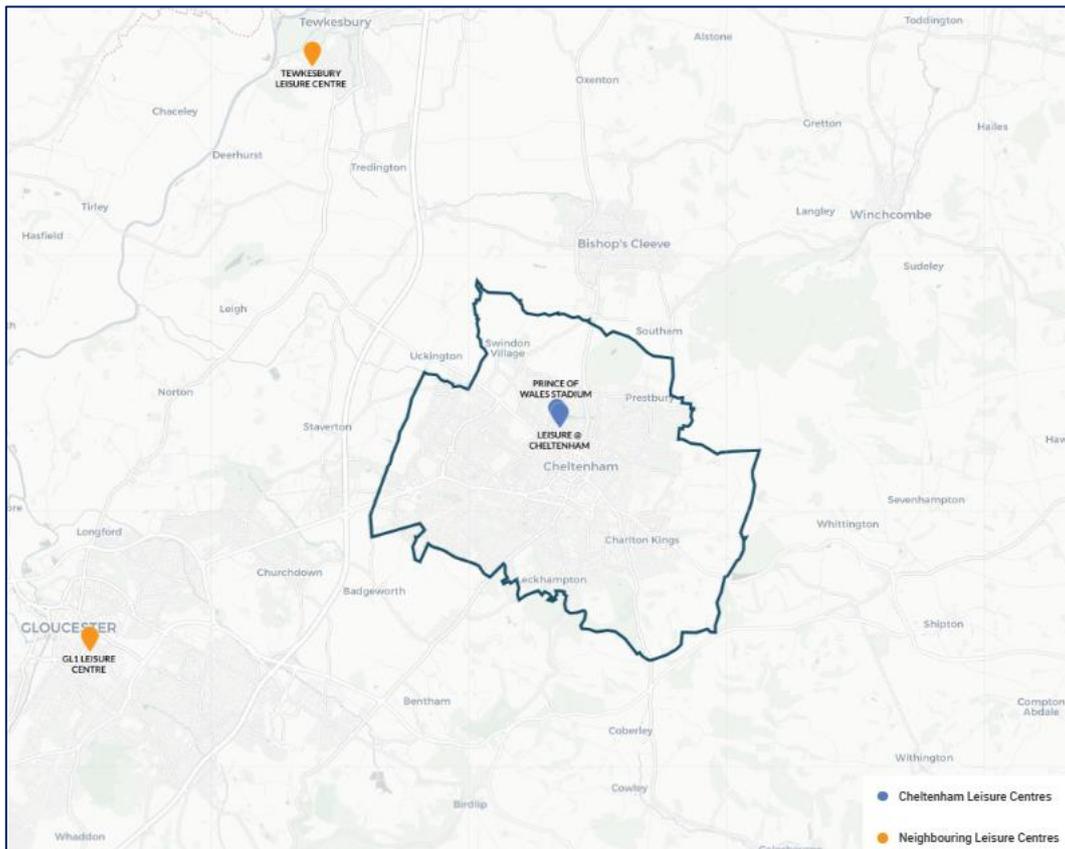
- 2.4. The borough is mainly an affluent area but there are pockets of deprivation as shown in the map below. From the 2019 Indices of Deprivation, there are two areas in the 10% most deprived in England where an estimated 3,014 people live, and a further six areas in the 10%-20% most deprived where a further 9,169 people live.

Map 2 – Cheltenham areas in 20% most deprived in England and ward boundaries



- 2.5. The Council owns, and is responsible for, one leisure centre called Leisure At Cheltenham which operates across two co-located sites, which includes a gym, sports halls, squash courts, indoor cricket, studios and swimming pool, and The Prince of Wales Stadium, which includes an athletics track and grass pitches. These two facilities are managed by the Cheltenham Trust – an independent charity that was set up in 2014 as the result of a commissioning review into how best the Council can deliver its leisure and cultural services.
- 2.6. The map below sets out Cheltenham Council and neighbouring local authority indoor leisure centres.

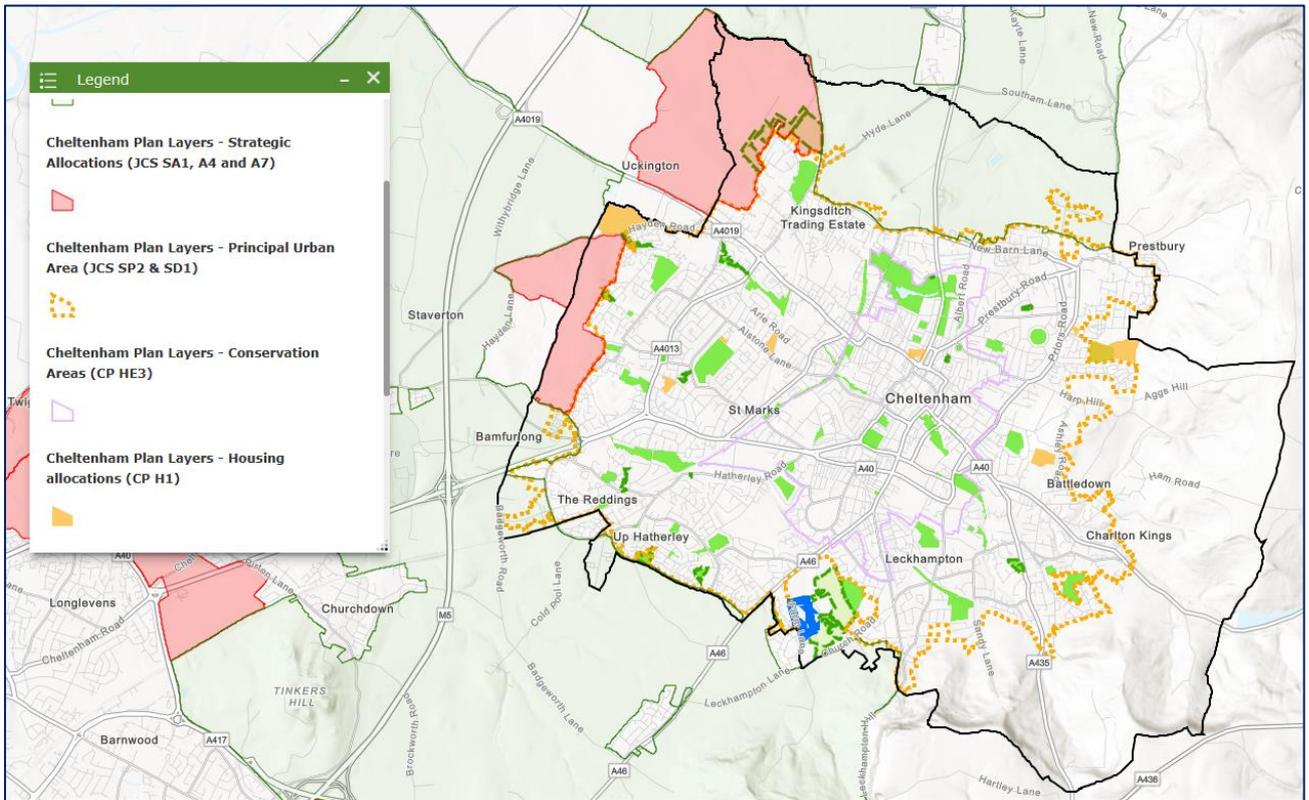
Map 3 – Location of Cheltenham Council and Neighbouring Border Leisure Facilities



- 2.7. As well as the influence of neighbouring leisure centres, future needs and population growth in the borough should be considered.
- 2.8. The map below shows the planned housing growth as part of the strategic allocations at West Cheltenham ( 2,500 homes) and North West Cheltenham (4,285homes).
- 2.9. West Cheltenham, also known as the Golden Valley, is being planned as a Garden Community across 3 separate developers working on a collaborative masterplan. Overall, this £1bn development will bring forward around 184,000 sqm of commercial office space with a focus on the cyber, science and technology sectors. Additionally, there will be around 2,500 low carbon homes with green spaces, community areas and, potentially, leisure facilities. Planning applications covering most of the Allocation are live and will likely be determined during 2024 to help bring this strategic allocation forward.
- 2.10. The land owned by the council and their partner HBD will deliver around 92,900sqm of commercial office space, including the new National Cyber Innovation Centre, and around 1000 new homes.
- 2.11. North West Cheltenham is largely being brought forward by the Elms Park Development, planning for a sustainable neighbourhood including 4,115 new homes, a 10-hectare business park, three new schools (one secondary and two primary), cycling routes and transport links to Cheltenham and Tewkesbury and a green infrastructure.

The outline proposals also include a sports hub with new sports pitches. Planning applications are live and will likely be determined during 2024.

Map 4 – Strategic Development Location Map<sup>2</sup>



<sup>2</sup> [CHELTENHAM PLAN \(arcgis.com\)](https://www.arcgis.com)

### 3. Strategic Policy and Context

#### 3.1. National Context

- 3.1.1 There are a number of key national and local strategies, policies and guidance which inform and influence the development of indoor sports facilities need assessments. The main documents are summarised below. These national policies inform the approach to current and future provision of sports facilities, linked to health improvement, increased participation, and the appropriate levels of provision of facilities to meet local needs.

Figure 1 – Key National Policies, Guidance and Strategies for Indoor Sports Facilities Needs Assessments

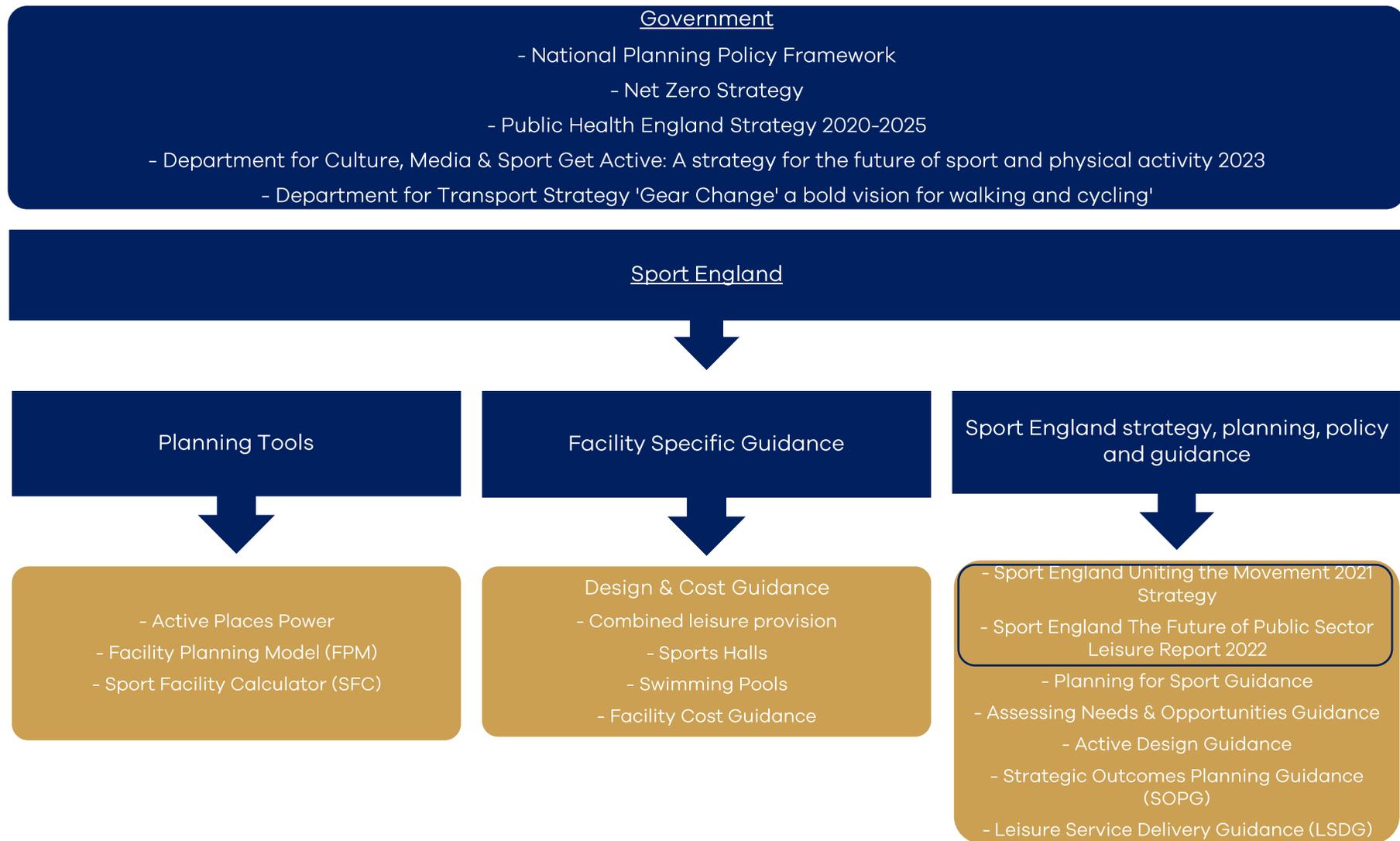


Table 2 – National Key Strategic Context

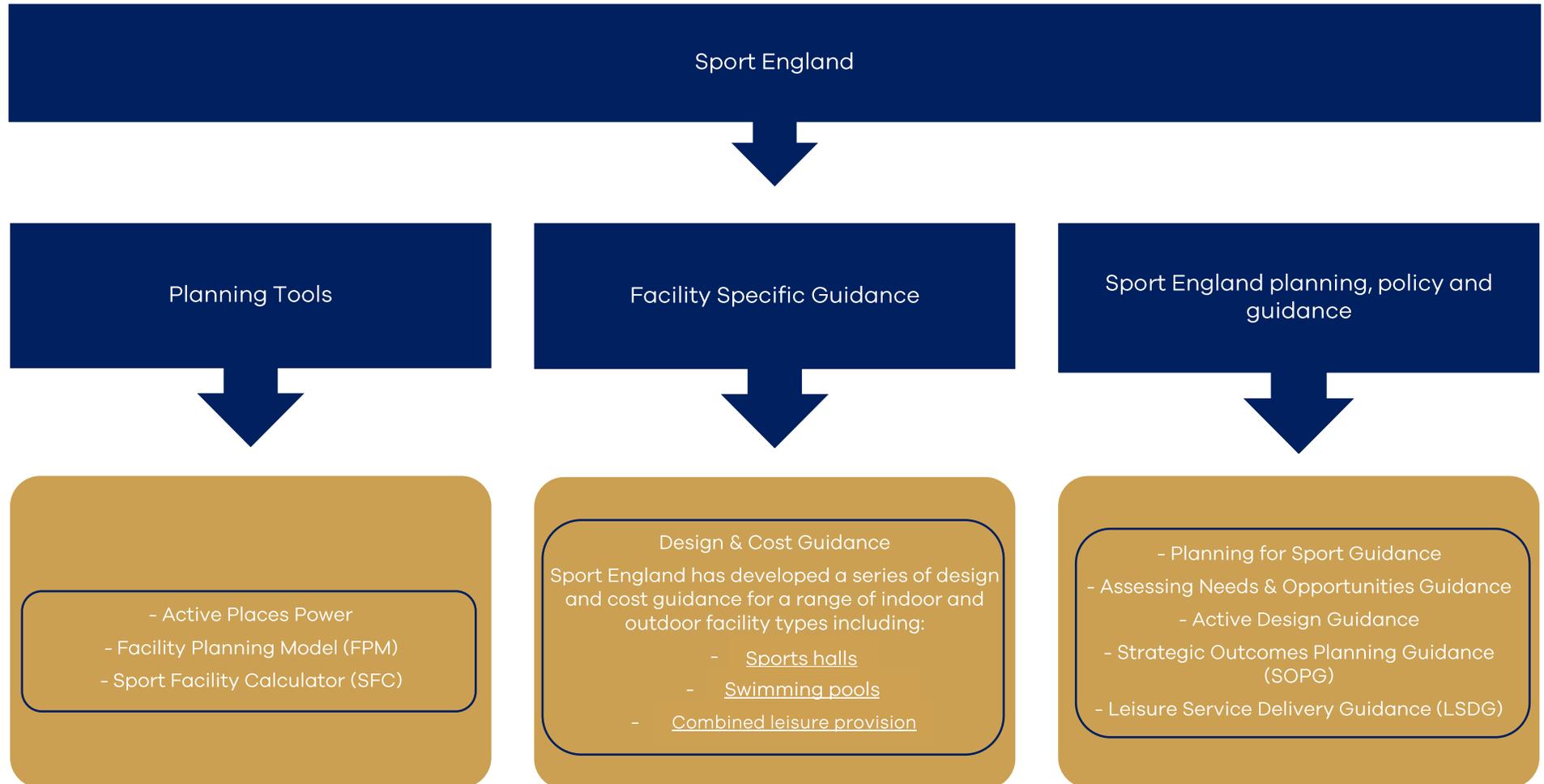
 <p>Department for Culture Media &amp; Sport</p> <p>Get Active: A strategy for the future of sport and physical activity 2023</p> <p><a href="#">Get Active: a strategy for the future of sport and physical activity - GOV.UK (www.gov.uk)</a></p>	 <p>Uniting the Movement 2021-2031</p> <p><a href="#">Uniting the Movement   Sport England</a></p> <p>Sport England Future of Public Sector Leisure Report 2022 <a href="#">Future of public leisure   Sport England</a></p>	 <p>Public Health England</p> <p>PHE Strategy 2020-2025</p> <p><a href="#">PHE Strategy 2020 to 2025 - GOV.UK (www.gov.uk)</a></p>	 <p>BMA Get A Move On Report 2019</p> <p><a href="#">bma-physical-activity-briefing-get-move-on-oct-19-v2.pdf</a></p>	 <p>Ministry of Housing, Communities &amp; Local Government</p> <p>National Planning Policy Framework December 2023</p> <p><a href="#">National Planning Policy Framework - GOV.UK (www.gov.uk)</a></p>	 <p>Department for Transport</p> <p>Gear Change “A bold vision for cycling and walking” 2020</p> <p><a href="#">Gear change: a bold vision for cycling and walking (publishing.service.gov.uk)</a></p>
<b>Active Community Related Priorities</b>					
<ul style="list-style-type: none"> <li>• More investment in the sector is targeted at inactive groups, and a more strategic approach to facilities to ensure communities have access to the facilities they need.</li> <li>• Making sport and physical activity more inclusive and welcoming for all so that everyone can have confidence that there is a place for them in sport.</li> </ul>	<ul style="list-style-type: none"> <li>• Connecting Communities - Focusing on sport and physical activity’s ability to make better places to live and bring people together.</li> <li>• Positive experiences for children and young people.</li> <li>• Connecting with health and wellbeing.</li> <li>• Transitioning from traditional leisure services into an active wellbeing service.</li> <li>• Provision is place-based (ensuring health &amp; wellbeing services are at the heart of local communities &amp; aligned to needs of people in the communities).</li> </ul>	<ul style="list-style-type: none"> <li>• Promote good mental health and contribute to the prevention of mental illness.</li> </ul>	<ul style="list-style-type: none"> <li>• Leisure (access to open spaces and recreation facilities).</li> <li>• School (physical education recognised and protected as an essential part of the school curriculum).</li> </ul>	<p>Promoting Healthy and Safe Communities - Planning policies and decisions should aim to achieve healthy, inclusive and safe places which;</p> <ul style="list-style-type: none"> <li>• Promote social interaction</li> <li>• Are safe and accessible</li> <li>• Enable and support healthy lifestyles</li> </ul>	<ul style="list-style-type: none"> <li>• Community growth.</li> </ul>

- 3.1.2 Whilst the delivery of sport and physical activity is not a statutory service for local authorities, there are statutory requirements which have implications for the delivery of sports, swimming and physical activity facilities and opportunities. These are;
- Integrated Care Systems (improve outcomes in population health and healthcare and tackle inequalities),
  - The Health and Social Care Act (duties on local authorities to improve public health) and,
  - The Department of Education national curriculum for physical education with all schools to provide swimming instruction either in key stage 1 or key stage 2.

### 3.2. National Guidance

- 3.2.1 Sport England is a statutory consultee on all planning applications that affect sports facilities. Sport England aims to improve the quality, access and management of sports facilities as well as investing in new facilities to meet unmet demand. Sport England requires local authorities to have an up-to date assessment of sports facility needs and an associated strategy including a recommendation that the evidence base is reviewed every five years. This strategy contributes to that requirement.
- 3.2.2 Sport England provides several best practice tools and guidance which are shown overleaf for Planning for Sport and developing a needs assessment.
- 3.2.3 Sport England have been engaged and an active partner in the preparation of this strategy.

Figure 2 – Sport England Guidance



### 3.3. Sport England Planning for Sport Guidance

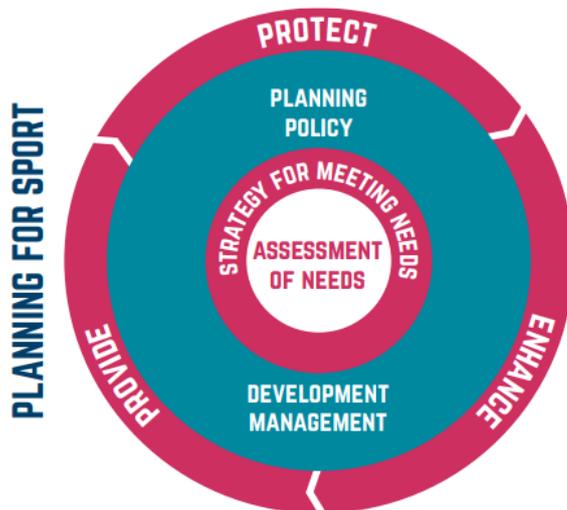
3.3.1. Sport England sets out guidance on how the planning system can help to provide opportunities for all to take part in sport and be physically active.

3.3.2. Sport England's planning aim in working with the planning system is to:

3.3.3. *"Help provide active environments that maximise opportunities for sport and physical activity for all, enabling the already active to be more so and the inactive to become active."*

3.3.4. This aim is supported by three objectives:

Figure 3 – Sport England Planning Objectives



1. **PROTECT** – To protect the right opportunities in the right places. Existing provision should be protected unless an assessment has demonstrated there is an excess of the provision and the specific buildings or land are surplus to requirements; or the loss would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or the development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the former or current use.
2. **ENHANCE** – To enhance opportunities through better use of existing provision. The use of existing provision should be optimised, for example through quality, access and management improvements supported by appropriate ancillary facilities.
3. **PROVIDE** – To provide new opportunities to meet the needs of current and future generations. Appropriate new provision that meets needs and encourages people to play sport and be physically active should be provided by adapting existing places and through new development.

3.3.5. Sport England's planning aim and objectives are supported by 12 planning-for-sport principles included within the Planning for Sport guidance [planning-for-sport-guidance.pdf \(sportengland-production-files.s3.eu-west-2.amazonaws.com\)](https://sportengland-production-files.s3.eu-west-2.amazonaws.com/planning-for-sport-guidance.pdf) which are split into four categories: **overarching**, **protect**, **enhance** and **provide** and shown overleaf.

Figure 4 – Sport England Planning for Sport Guidance 12 Principles



3.3.6. **National Planning Policy Framework** [Paragraph 102 2023 version]: Planning policies should be based on robust and **up-to-date assessments of the need** for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.

3.3.7. Understanding people’s needs for sport and physical activity is fundamental to providing the facilities and land required to meet their needs, enabling them to engage in such activity and helping to create healthy and sustainable communities. The Government is clear that planning policies should be based on robust and up-to-date assessments of need for open space, sport and recreation facilities. Sport England’s guidance sets out a staged approach to assessing needs and developing and delivering a strategy to meet the needs which focuses on four key elements – the quantity, quality, accessibility and availability of provision.

3.4. Sport England Assessing Needs and Opportunities Guidance

3.4.1. Sport England sets out, through the Assessing Needs and Opportunities Guidance mentioned above [20140722-anog-published.pdf \(sportengland-production-files.s3.eu-west-2.amazonaws.com\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/20140722-anog-published.pdf), a framework for the production of the strategy.

3.4.2. Sport England Active Design Guidance



3.4.3. National Planning Policy Framework [paragraph 96]: Planning policies and decisions should aim to achieve healthy, inclusive and safe places which: c) enable and support healthy lifestyles, especially where this would address identified local health and wellbeing needs – for example, through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.

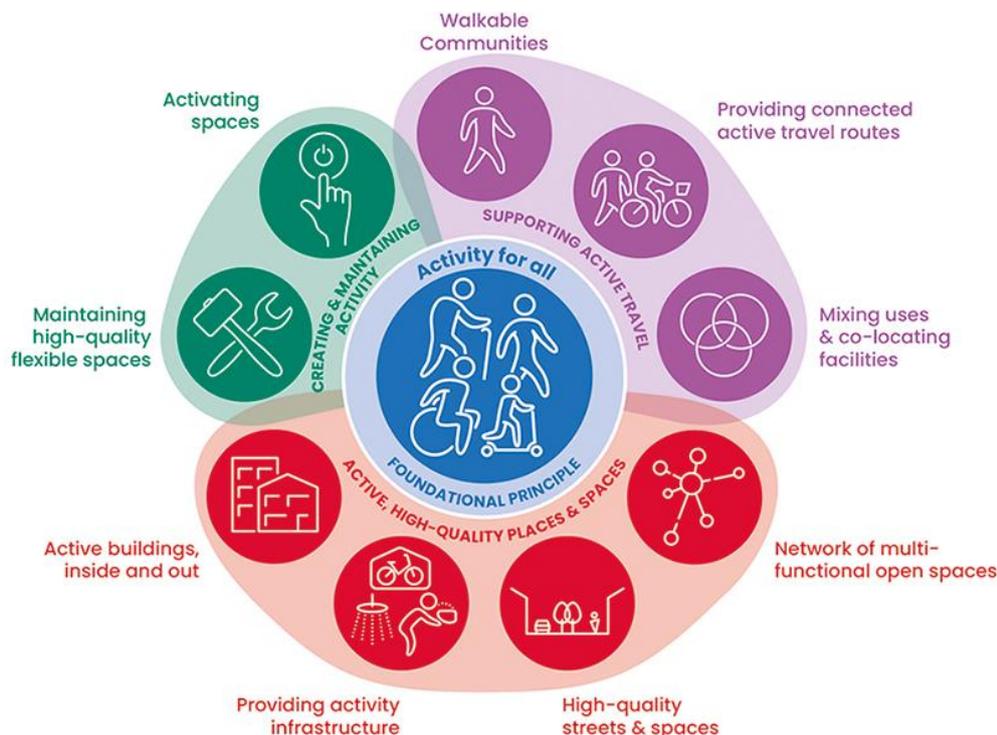
3.4.4. Active Design and active environment guidelines feed into the Sport England’s Planning for Sport guidance. The update Active Design guidance [Active Design | Sport England](#) provides ten principles which, when applied to built and natural environments, can create active environment that encourage people to be active through their everyday lives.

Figure 5 – Active Design



3.4.5. The ten principles are shown in the diagram overleaf, further detail can be found in [Appendix 1](#).

Figure 6 – Sport England’s Active Design Guidance Ten Principles



### 3.5. Sport England Strategic Outcomes Planning Guidance

3.5.1. Sport England recognises that partners will require support to achieve their vision. The “Strategic Outcomes Planning Guidance” provides a robust and consistent approach in establishing local need and achieving the best return on the use of resources. The SOPG model is shown in [Appendix 2](#).

3.5.2. This guidance is a forerunner to Sport England's Leisure Services Delivery Guidance document (formerly Sport England’s Procurement Toolkit) which supports a local authority looking to implement its strategic approach [Strategic outcomes planning and leisure services delivery | Sport England](#).

### 3.6. Summary

3.6.1. From a planning perspective, the national agenda makes the link between national planning policy, a local plan and population growth at local level, and the need to plan for increased demands for infrastructure and provision, linked to Sport England's ‘protect, enhance and provide’.

### 3.7. Local Strategies

3.7.1. The figure overleaf outlines the key strategic documents and plans within the borough and surrounding area which the physical activity and sport services have a responsibility to contribute towards.

Figure 7 – Cheltenham Local Strategies



3.7.2. In the **Corporate Plan 2023-2027** it states that Cheltenham’s Council’s vision is;

“We believe that building a better future means leaving a legacy of sustainability for future generations. This is the foundation of our ambitions to reduce Cheltenham’s carbon emissions to net zero, but also encompasses building affordable carbon neutral homes across Cheltenham, conserving and enhancing our green spaces, and securing financial and economic sustainability through the Golden Valley Development. We want our residents and communities to thrive, not just survive, and this means continuing investments in partnerships and services that will augment the long-term financial stability of Cheltenham.”

3.7.3. In the corporate plan, we set out our commitment to work with partner organisations to develop a sports strategy for Cheltenham in the expectation that this will improve sports provision and help improve health and wellbeing opportunities for local people. This supports our partner role on the [Gloucestershire Health and Wellbeing Board](#).

Figure 8 – Cheltenham Council Priorities <sup>3</sup>

**Key Priority 1 - enhance Cheltenham as the Cyber Capital of the UK**



Cheltenham is the cyber capital of the UK and home to GCHQ. We will build on our reputation for cyber excellence by delivering a new Garden Community which will create jobs, provide more new homes and encourage business growth. At its heart will be the National Cyber Innovation Centre - a brand new home for the cyber security industry.

**Key Priority 2 - Work with others to help make Cheltenham net zero by 2030**



Our planet is precious but it's under threat. We must work together to reduce carbon emissions. We will take action, offer advice and share ideas. Our net zero action plan and new Climate Impact Assessment Tool will ensure we deliver a cleaner and greener environment for all and help make Cheltenham and the Council Net Zero by 2030.

**Key Priority 3 - Increase the number of affordable homes in Cheltenham through our £180m housing investment plan**



Working with Cheltenham Borough Homes and others, we plan to increase the number of affordable homes. £180m will be spent on building new houses and on supporting tenants and existing communities. We will also continue to work in partnership with others to reduce homelessness and rough sleeping.

**Key Priority 4 - Ensuring residents, communities and businesses benefit from our future growth**



There will be a great deal of money invested in Cheltenham in the future. This will result in more jobs, skills and housing. We will work with local groups and partners to make sure local residents, communities and businesses benefit from Cheltenham's growth.

**Key Priority 5 - Being a more modern, efficient and financially stable council**



We will continue to work hard to keep our costs down and increase our income. This will help with the funding for key services. We want everyone to be able to contact the Council 24 hours a day, 7 days a week. So we will introduce new ways to make this possible. Above all, we want to avoid wasting the taxpayer's money and make better use of our resources.

3.7.4. The Council is committed to delivering a cleaner and greener environment for all and to help make Cheltenham and the Council Net Zero by 2030 as identified in the Corporate Plan 2023-2027 and the Climate Emergency Action Plan 2030.

3.7.5. Sport England has produced an Environmental Sustainability guide for sport and physical activity facilities. This checklist highlights key environmental sustainability principles to consider for environmental sustainability and net zero carbon. In some cases these may determine whether to refurbish an existing building with its carbon already embodied or to build anew. This checklist can be found in [Appendix 3](#).

3.8. Demographic Profile

3.8.1. The 2021 census shows that Cheltenham's population size has increased by around 3,100 (or 2.7%) to 118,800 in 2021, while the population in England increased by 6.6%.

3.8.2. The 2021 Census population per age group in Cheltenham is shown in the diagram below:

<sup>3</sup> Corporate Plan 2023-2027

Figure 9 – Cheltenham Age Profile



3.8.3. The borough currently has lower numbers of children aged 1-15 compared to the national average but higher than national average numbers of people aged over 85. The population split is 51.1% female, 48.9% male.

3.8.4. The Council area has a low proportion of residents from ethnic minority groups, 91.4% of residents class themselves as white, higher than the England average of 81% - though this has reduced from 94.3% in 2011 indicating that the town is becoming more diverse.

3.8.5. When looking at deprivation, 56.2% of households are not deprived in any dimension, higher than the England average of 48.4%.<sup>4</sup> 10.7% of households are within the 20% of the most deprived areas, lower than the national average of 19.9%.

3.8.6. The number of children living in absolute low-income families is also lower than the national average.

3.8.7. Based on ONS 2018 data, the population is predicted to increase by 4,573 from 118,800 in 2021 to 123,373 in 2041, with the largest age rise in 75-79 years. The 20-24 age group is predicted to be the largest age group by 2041.

3.8.8. Using population data provided for the FPM runs the **population is predicted to increase by 5,539 residents from 117,834 in 2023 to 123,373 residents in 2041**, it should be noted that this is a snapshot and the preparation of the SLP will fully test the population demands over the plan period to 2041. However, for this basis of this strategy, the above data has been used to determine future leisure facility and service requirements.<sup>5</sup>

3.8.9. As per the council’s vision that Cheltenham is a place where everyone has the opportunity to enjoy and benefit from physical activity and sports, ensuring indoor leisure facilities within the borough are suitable and accessible for these population groups across the borough now and in the future will be key to enabling them to be physically and mentally active.

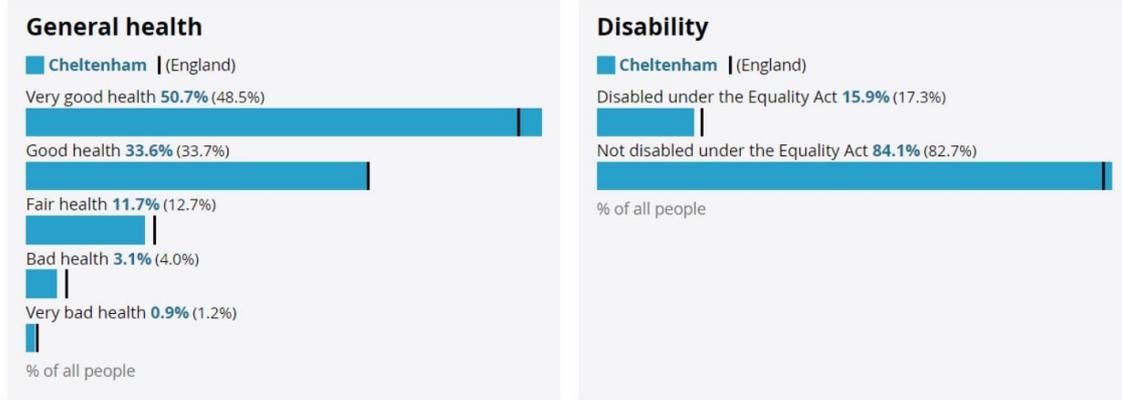
<sup>4</sup> ONS Custom Profiles 2021

<sup>5</sup> Source for FPM population - The total population for Cheltenham in 2041 was the ONS 2018-based subnational population projection because that is what Gloucestershire use. Therefore, both years are ONS 2018-based subnational population projection, but 2041 has the population re-distributed geographically to take account of the locations of North West Cheltenham (Elms Park) and West Cheltenham (Golden Valley).

3.9. Health Profile

# Health Profile

## Cheltenham



Source: Office for National Statistics - Census 2021

**55.6%** of adults aged 18+ are classified as<sup>1</sup> overweight or obese which is **lower** than the England average of 63.8%

**32.1%** of Year 6 children are classified as overweight<sup>2</sup> (including obesity) which is **lower** than the England average of 37.8%



per 100,000 people

31.5 is the rate for under 75 mortality from liver disease which is **higher** than the England average of 21.2



776 is the hospital admission rate for episodes for alcohol-specific conditions in all<sup>5</sup> persons which is **higher** than the England average of 639

Life expectancy is 79.8 for males, lower than the national average and 84.3 for females, higher than the national average.

Life expectancy is 9 years lower for men and 8.4 years lower for women in the most deprived areas of the borough than in the least deprived areas.

**↑** Hip fractures in people aged 65 and over is 633.7 per 100,000 people which is **higher** than the England average of 551.2



**72.8%**

Emergency hospital admissions for intentional self harm is 187.2 per 100,000 people, **higher** than the England average of 163.9

The estimated dementia diagnosis<sup>8</sup> rate in those 65 and over, **higher** than the England average of 63%

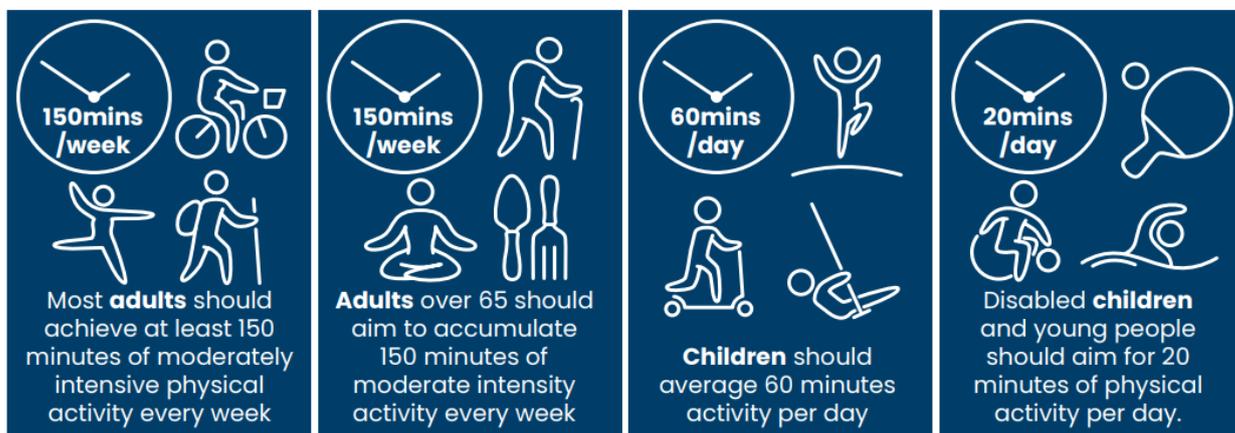
SOURCE:  
1,2,5 – SPORT ENGLAND AREA REPORTS (2020/21/22) / 3,4,6,7,8 – PHE OUTCOMES FRAMEWORK 2018-23

- 3.9.1. Overall, the health profile of residents is good, with lower-than-average levels of adults and children as overweight or obese, a higher proportion of residents having very good health and a lower level of residents being classified as ‘disabled’.
- 3.9.2. However, there are higher than the national average levels for hip fractures in the over 65s, under mortality rate from liver disease, self-harm emergency hospital emissions and estimated dementia diagnosis rates.
- 3.9.3. In the Heads Up Cheltenham<sup>6</sup> ‘Cheltenham Unmuted’ survey 2021, 37% of respondents said they felt happy, 46% neutral and 17% sad. Pre-Covid more people (65%) stated they were happy. When asked what made them sad in the last week the most common responses were; worrying about the future, feeling stressed or worried or stuck doing the same thing. When asked what made them happy the top four replies were; friends/family/colleagues, getting out and about, connecting with nature then keeping active.

### 3.10. Benefits of Physical Activity

- 3.10.1. The importance of being active is well documented, there are many mental and physical benefits of being physically active as shown in more detail in [Appendix 4](#). This makes improving physical activity levels important across the borough, but especially among deprived communities where inactivity and obesity may be more prevalent.
- 3.10.2. The UK Chief Medical Officers’ (CMO) physical activity guidelines that adults and children need to achieve to gain these mental and physical benefits mentioned above.

Figure 10 – CMO Guidelines for Physical Activity



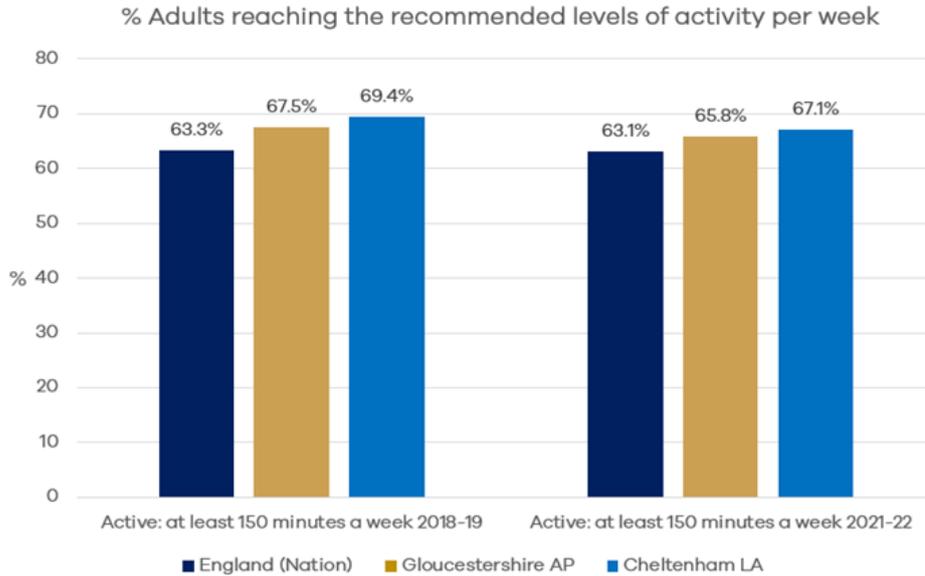
### 3.11. Current Levels of Activity

- 3.11.1. It is important to understand the Council’s current activity levels, and whether levels of activity are impacted by socio-economic and demographic factors.

<sup>6</sup> Heads Up Cheltenham exists to encourage good mental health and wellbeing across Cheltenham [Cheltenham Unmuted 2021 survey results summary](#) | [Cheltenham Unmuted survey results](#) | [Community advice and engagement](#) | [Cheltenham Borough Council](#)

3.11.2. In 2021/22 67.1% of adults reached the required levels of physical activity in Cheltenham, higher than regional and national average. But this still means that 22.9% did not meet required physical activity levels

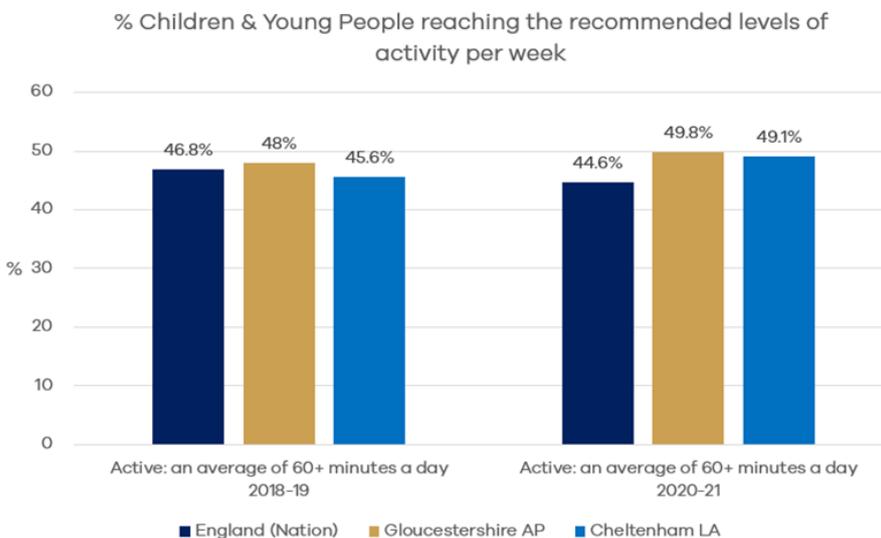
Figure 11 – Cheltenham Adults Physical Activity Profile



3.11.3. However, the Covid-19 pandemic impacted activity rates and adults classed as active within the borough and regionally have not returned to pre-Covid levels which is different to the national picture where the rate of people classed as active is comparable to pre-Covid. However, Cheltenham activity levels are still better than the national average. Cheltenham is comparable to the Gloucestershire position with both circa 2% lower than 2018/19 levels.

3.11.4. The borough has higher levels of adults classed as active, which could be linked to lower levels of deprivation. Those living in most deprived deciles typically see rates of inactivity circa 10% higher than the population as a whole.

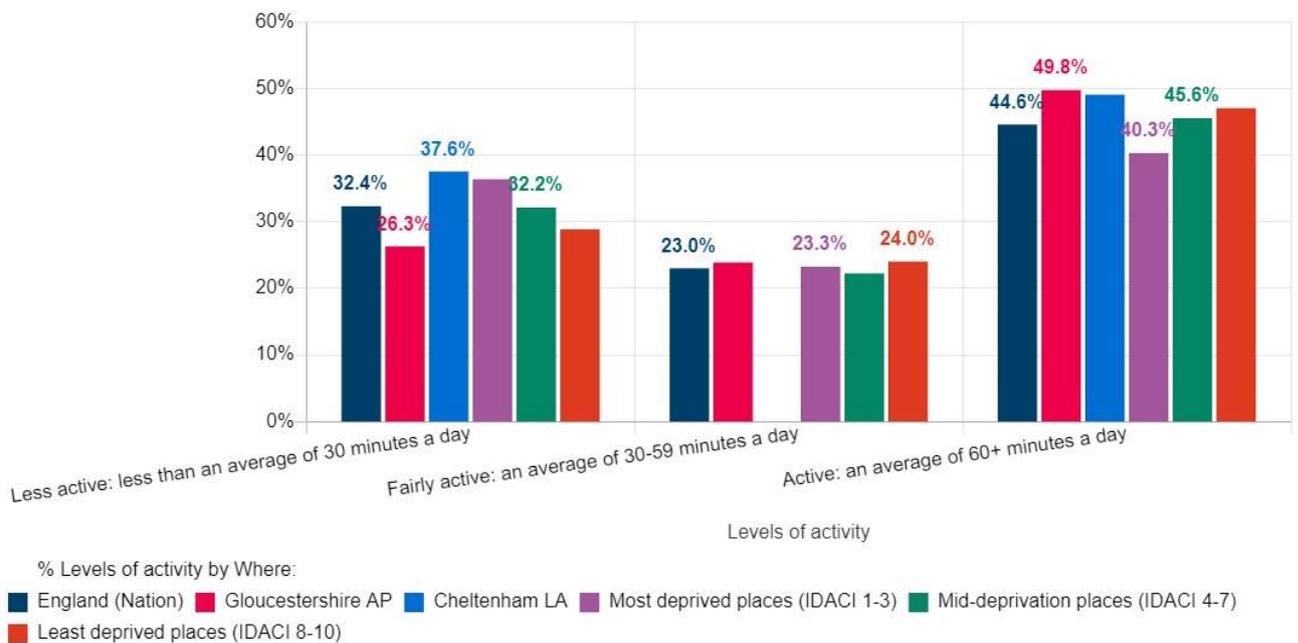
Figure 12 – Cheltenham Children and Young People Physical Activity Profile



- 3.11.5. 49.1% of children and young people in the borough are meeting the CMO guidelines for activity, 3.5% higher in 2020/21 compared to 2018-19.
- 3.11.6. Gloucestershire, as a whole, has also achieved higher levels of activity rates but the increase is slightly lower at circa 2%.
- 3.11.7. For the academic year 21-22, activity levels have returned to pre-Covid nationally (47%) and for Gloucestershire (50%). There is no Cheltenham data for academic year 21-22 to compare.
- 3.11.8. Children and young people living in lower income neighbourhoods are at risk of lower activity levels. The graph below shows how the most deprived (using the Income Deprivation Affecting Children Index - IDACI) areas (in purple) nationally have higher levels of inactivity (less active) children and young people. A link to the academic 2018-2019 graph and data is in the footnote below.<sup>7</sup>

Figure 13 – Children and Young People Physical Activity Profile in comparison to low income areas

Levels of activity  
Academic Year 20-21

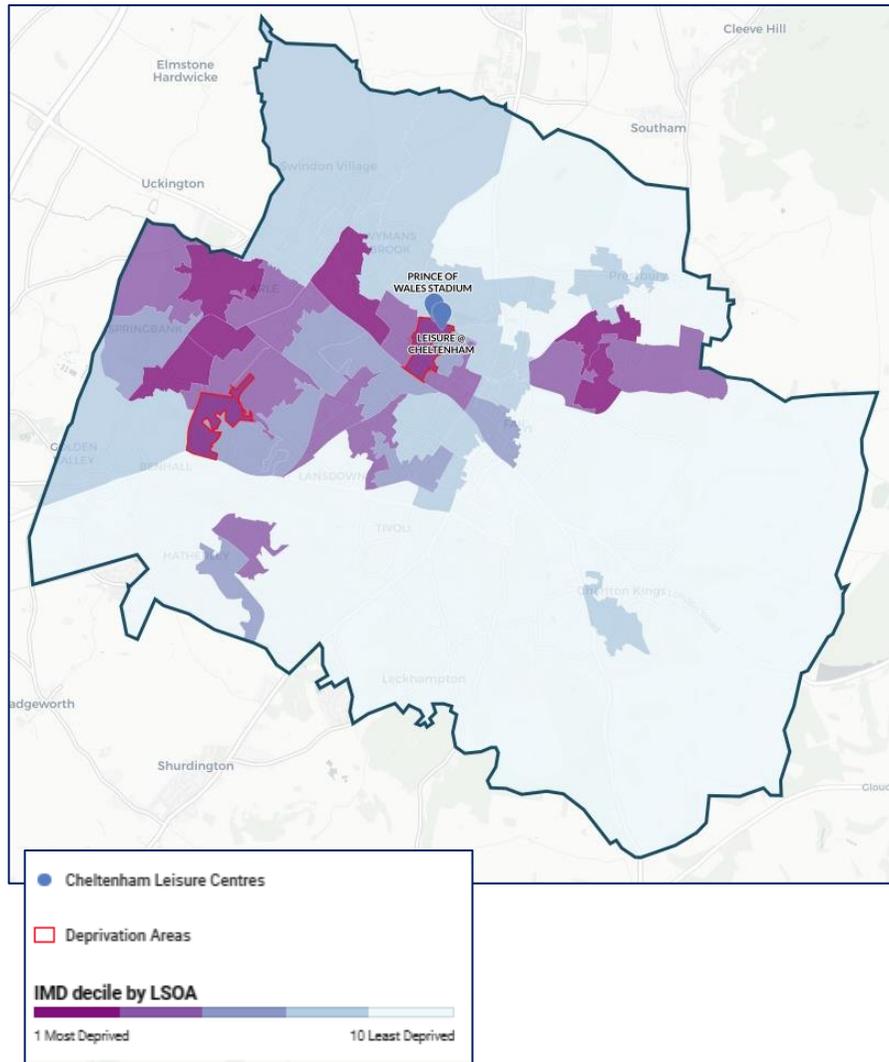


- 3.11.9. There are several areas of high deprivation in the borough. The map overleaf shows areas of deprivation in Cheltenham, with several areas (outlined in red) in the top 10% most deprived wards in the country. However, these areas of deprivation are all within a 20-minute drive and some within a 20-minute walk time of Leisure At Cheltenham and Prince of Wales Stadium. Leisure At Cheltenham is also accessible by public transport with three bus stops close by.

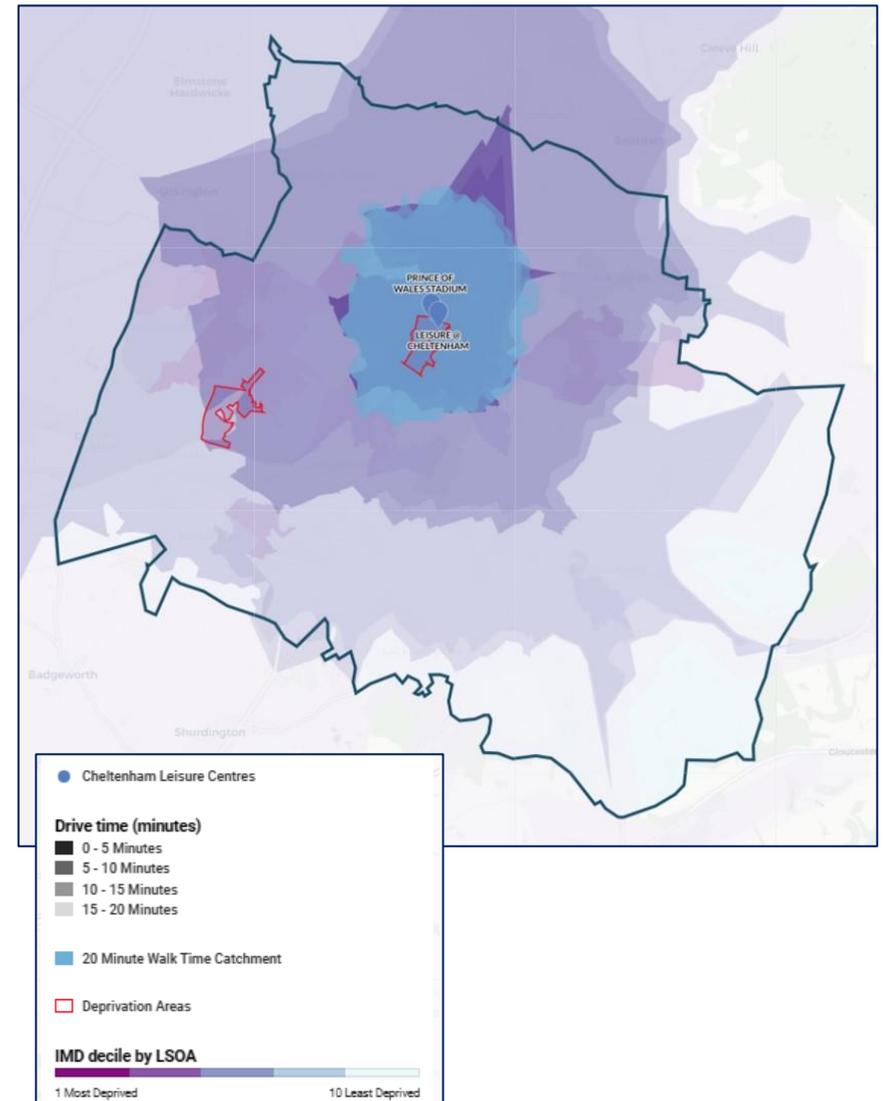
<sup>7</sup> [Active Lives | Results \(sportengland.org\)](https://www.sportengland.org/active-lives/results) Academic Year 2018-19 graph

3.11.10. The map overleaf also highlights that the majority of the borough is within a 20-minute drive of Leisure At Cheltenham, apart from the southeast corner around Charlton Kings, Charlton Park and Battledown wards.

Map 5 – Cheltenham Deprivation Map



Map 6 – Leisure At Cheltenham 20-Minute Drive and Walk Time Map



### 3.12. Summary of Demographic Differences

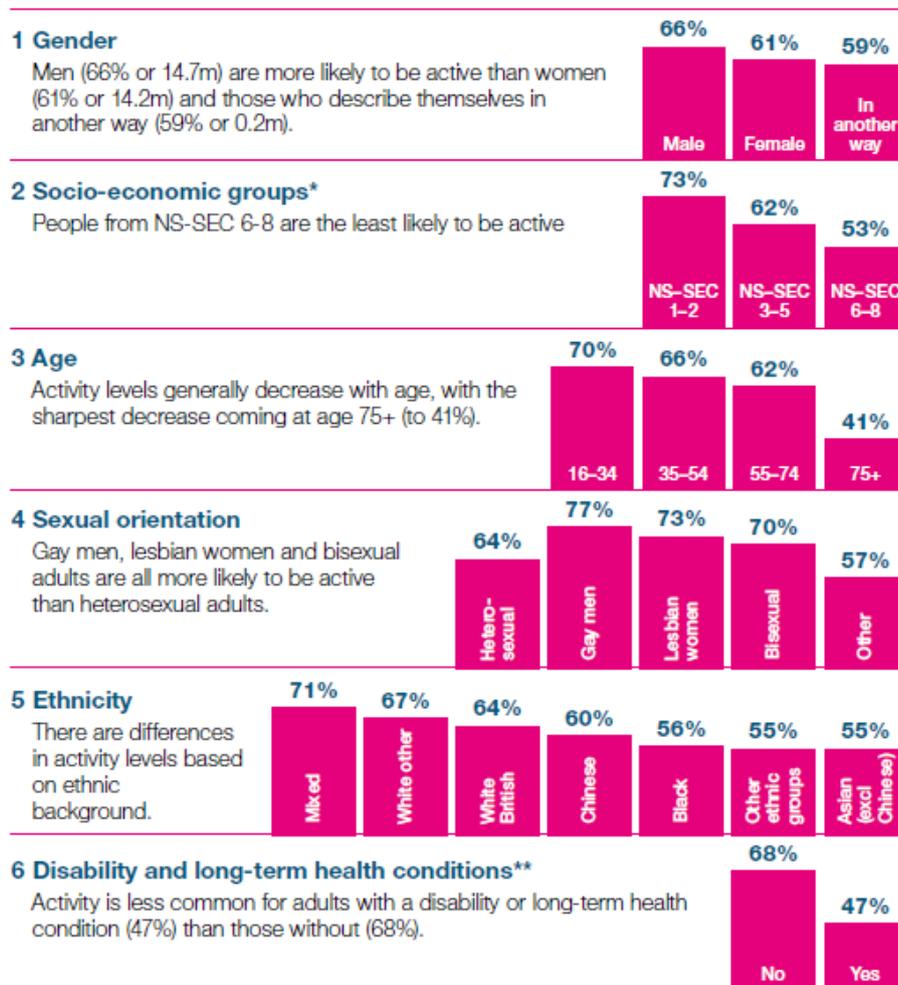
3.12.1. As well as differences in activity levels by people living in more deprived places, there are also differences in other demographic groups, including gender, age, ethnicity, and people who have disabilities and long-term conditions.

3.12.2. Data is available at regional and national levels and demonstrates that levels of inactivity are directly affected by differing demographic groups.

3.12.3. On average, England’s adult activity rate is 63.1%, the infographic overleaf highlights lower average rates for; women, older age groups, people with long-term health conditions and disabilities, people from lower socio-economic groups and people from ethnic minority backgrounds.

Figure 14 – Levels of Activity Demographic Differences<sup>8,9</sup>

#### Active Lives Survey (2021–2022)



<sup>8</sup> \* socio-economic groups. Credit: Active Lives survey 2021-22. NS-SEC group definitions  
 - Most affluent (NS-SEC 1-2): Managerial, administrative and professional occupations  
 - Mid affluent (NS-SEC 3-5): Intermediate, lower supervisory and technical occupations, self-employed and small employers  
 - Least affluent (NS-SEC 6-8): Routine occupations, long term unemployment or never worked  
<sup>9</sup> \*\* Limiting disability and long-term health conditions is defined as an individual reporting they have physical or mental health condition or illness that’s lasted, or is expected to last, 12 months or more, and that this has a substantial effect on their ability to do normal daily activities

#### 3.12.4. Cheltenham Inactivity Inequalities

- 3.12.5. We know that 21% of Cheltenham’s population is considered inactive and although this compares with 23% inactive for the county and 26% nationally, there are areas of Cheltenham and groups of people where inactivity levels are far higher.
- 3.12.6. **Age** – given Cheltenham has a high proportion of 75+ residents, activity levels are likely lower for these cohorts
- 3.12.7. **Low income** – people living in our lower income neighbourhoods are at risk of lower activity levels. Twice as many people are classed as inactive in our most deprived communities (38%) when compared to our least deprived communities (19%). We also know that obesity in women affects 39.5% of those living in most deprived areas compared with 22.4% from least deprived areas.
- 3.12.8. **Disabled people** – we know that 36% of people who class themselves as disabled are inactive compared to only 17% who class themselves as non-disabled – a participation gap of c.20% .
- 3.12.9. **Ethnicity** – Nationally, 37% of people from the Asian ethnic group are classed as inactive, compared to 24.5% of people from white British origin. In the Asian and white British ethnic groups, women are more likely to be inactive than men.
- 3.12.10. **Younger women** – whilst similar rates of adult women are classed as active when compared to men, school data from the Gloucestershire online pupil survey shows that whilst 60% of boys do the recommended level of activity, only 48% of girls achieve this. In addition, 46% of girls don’t exercise because they find it embarrassing compared with only 21% of boys.
- 3.12.11. A summary of the national, local strategic and demographic context, and what it means for Cheltenham leisure provision, is found overleaf.

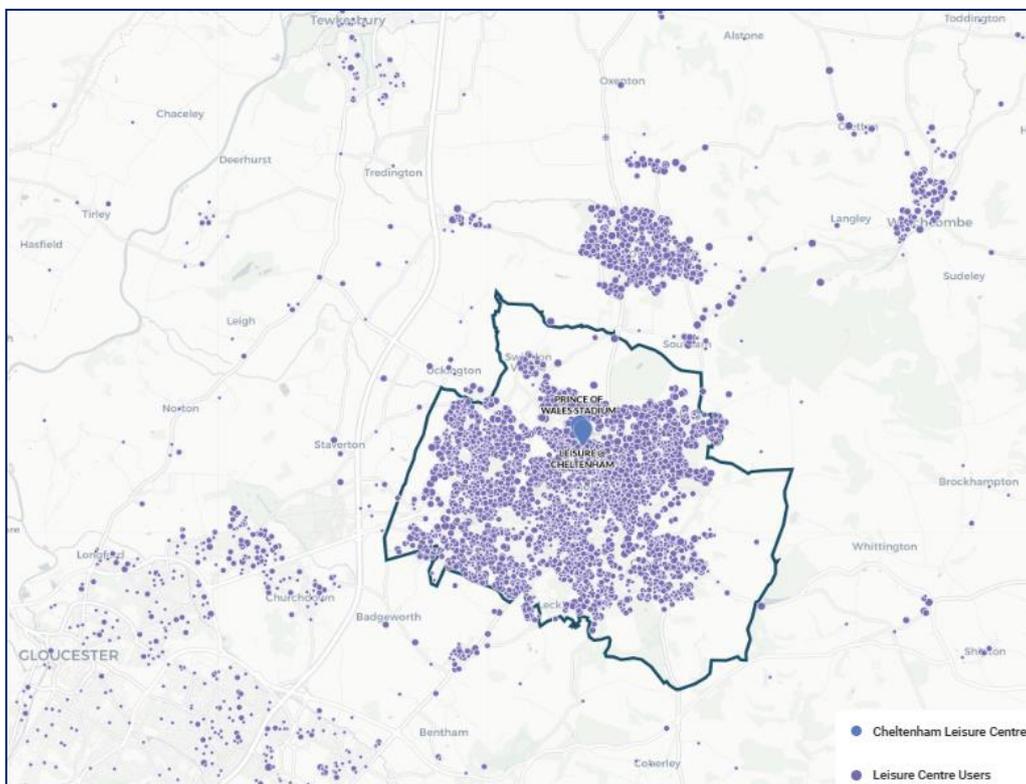
### Strategic Policy & Context – What does this mean for leisure provision in Cheltenham?

- There are opportunities for the facilities and services to help meet the following national outcomes and objectives:
  - Improving the active infrastructure and by changing the use of any underutilised space;
  - Developing physical confidence and competence from the earliest age by providing opportunities for children of all ages to be active through play;
  - Encourage and enable the inactive to be more active, by introducing new activities aimed at fun and recreation rather than just traditional sport; and,
  - Supporting wellbeing and resilience in communities through physical activity and sport – increasing participation in physical activity will contribute to improved health and wellbeing.
- At the heart of the Council's ambitions is to make sure people living in Cheltenham can live healthy, fulfilling and productive lives.
- The wider value of participation in physical activity, active recreation, and sport is recognised across a range of local strategic policy areas, including health, green/climate, economy, culture and education.
- Having appropriate cycling and pedestrian facilities will also encourage participation in active travel via walking and cycling which increases the opportunities for people to be more active.
- Strategic alignment with the national and local strategies will help to further engage partners and secure support for development opportunities and the sustainability of the overall sport and physical activity facility stock and programmes in the future.
- The overall improvement to sport and physical activity facilities and programmes for Cheltenham Borough has potential to support the wide range of health and community development work currently being developed in Cheltenham. This can assist directly in bringing about a sustained increase in sport and physical activity participation leading to long term improved health and wellbeing of Cheltenham local communities.
- Leisure facilities need to meet the demands of its growing population.
- 20–24 years will be the largest age group by 2041 and 75–79 year age group is projected to grow the most, highlighting the importance of having leisure facilities that are attractive to all age groups (ONS 2018 population predictions).
- There are some local health issues that increased participation in physical activity could positively contribute towards, such as mental health, hip fractures and levels of overweight and obese adults and children.
- Rates of participation in physical activity in adults is higher than the national average however they are lower than pre-Covid figures, therefore there is an opportunity to increase rates of participation through improved leisure facility provision.
- But there is recognition that there are areas of Cheltenham and groups of people where inactivity levels are far higher including people on low incomes, disabled people, women and girls and people from ethnically diverse communities.
- The boroughs physical activity and sports offer (encompassing the commercial, public and community sectors) needs to attract those that have either always been inactive or have stopped being active since the Covid pandemic.

#### 4. Catchment Analysis

- 4.1 Whilst the section above considers the socio demographic profile of the borough that leisure services need to understand for the future, the Council also needs to consider how well its own leisure facilities are currently meeting the needs of the community.
- 4.2 Consequently, a catchment analysis of current leisure centre users was completed to understand where existing members live to which groups are currently over or underrepresented. This will help the Council consider how well Leisure At Cheltenham is meeting the needs of the community in terms of accessibility and attracting all members of the community.
- 4.3 The link to this mapping detail is; <https://datahubmaps.com/Cheltenham-Leisure-Facilities/>
- 4.4 The member dot map below shows existing members of Leisure At Cheltenham. The larger dots representing more people from that postcode.
- 4.5 23.5% of total current users live within the Cheltenham local authority boundary.
- 4.6 The average drive time to Leisure At Cheltenham was 10.2 minutes.
- 4.7 As can be seen, a high percentage of members live outside the area mainly in Bishop's Cleeve in the north, Winchcombe, northeast and southwest of Cheltenham borough towards Gloucester.

Map 7 – Leisure At Cheltenham Member Dot Map



## 4.8 Mosaic Profile of Leisure Centre Users

4.8.1 Using Mosaic, a detailed segmentation system, Leisure At Cheltenham's user postcodes were assigned a Mosaic code. To ensure like for like comparison, Leisure At Cheltenham users are compared to the total population in the same area. This gives us a demographic profile of leisure users and the local population showing how well the Council managed facility is penetrating the market.

4.8.2 Public leisure centres provide a different offer to the commercial fitness sector. The range of facilities available in public leisure centres, a personalised approach and customer support and interaction are areas where Leisure At can differentiate from the commercial sector.

4.8.3 This analysis<sup>10</sup> shows the most under-represented mosaic groups at Leisure At Cheltenham are:

- Group 0 – Rental Hubs - young people enjoying city lifestyles in accessible locations. Usually aged in their twenties and thirties, they moved to their current addresses relatively recently. Many live alone and others share with housemates or partners, but few are thinking about children yet.
- Group E - Senior Security - retired homeowners with good pension incomes who live in pleasant suburbs. Aged in their late sixties, seventies and eighties, some are married but many more now live alone. They have been settled in their current homes for many years.
- Group B – Prestige Positions - affluent families who live in spacious homes within sought after neighbourhoods. Most householders are married couples some are older and no longer have dependants, others have children or young adults to support. Many have lived in their high-status homes for many years.

4.8.4 Looking at deprived communities, the most deprived decile is over-represented which is encouraging as are deciles 4,6, and 8.

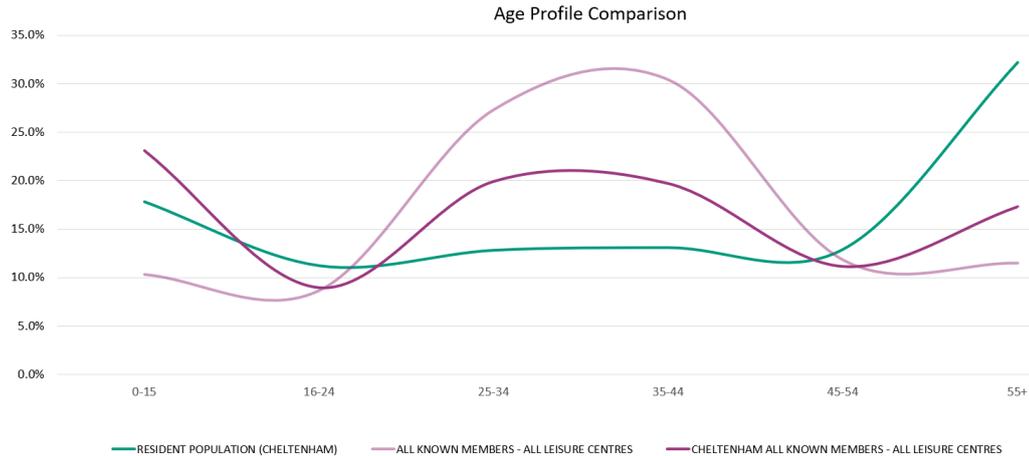
4.8.5 Men are under-represented at Leisure At Cheltenham compared to the local population and women are over-represented.

4.8.6 As can be seen in the age profile comparison diagram, Leisure At Cheltenham users have a higher penetration than resident population for 0-15 years then dips for 16-24 years but rises again for 25-44. This then dips again for 55+ who are under-represented, which needs to be considered as older people tend to be less active.

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<sup>10</sup> [https://max-associates.com/wp-content/uploads/2023/12/Cheltenham-leisure-centres\\_user-profiles\\_241023\\_4GLOBAL-updated.xlsx](https://max-associates.com/wp-content/uploads/2023/12/Cheltenham-leisure-centres_user-profiles_241023_4GLOBAL-updated.xlsx)

Figure 15 – Leisure At Cheltenham User Age Profile



## 5. Assessment Of Current and Future Supply Cheltenham Council Indoor Sports Facilities

5.1. As part of the Built Leisure and Sports Needs Assessment engagement with National Governing Bodies (NGBs), sports clubs, schools and town/parish councils took place to obtain their local knowledge and overview of supply and demand, the current and future needs along with their priorities for the local area.

### 5.2. National Governing Body Consultation

5.2.1 The Assessing Needs and Opportunity Guidance recommends consulting with the NGBs. Engagement with NGBs is important to understand each sports' strategic direction and evidence of national demand. Further, it provides an understanding of regional and local priorities and access to funding for facility improvements and development.

5.2.2 Consultation responses from the NGBs included swimming, tennis, gymnastics, athletics, cycling, table tennis and indoor bowling, most of which have established clubs in Cheltenham. Their responses and comments to consultation are provided in the table overleaf. Further detail can be found in the NGB report in [Appendix 5](#).

Table 3 – National Governing Bodies Feedback

British Cycling	British Gymnastics	England Athletics	English Indoor Bowling Association
<p>British Cycling keen to develop grassroots cycling in safe controlled environment e.g. community cycling hubs, with pump tracks &amp; learn to ride areas</p>	<p>Support increased capacity within gymnastics through clubs and leisure providers</p>	<p>2 main clubs</p>	<p>No indoor bowling facilities in Cheltenham</p>
<p>1 affiliated club - Cheltenham Town Wheelers</p>	<p>4 affiliated clubs</p>	<p>Prince of Wales Stadium is identified as a venue of strategic importance in the South West region</p>	<p>No affiliated clubs. Two indoor sites in adjoining local authority areas</p>
<p>This club also runs accredited Go-Ride club a national programme for young people large junior section and volunteers in Cheltenham</p>	<p>Help with securing dedicated facility</p>	<p>EA/UKA will support local authority, operator and stakeholders in leveraging capital investment to resurface track surface &amp; protect long term future</p>	<p>Two sites in adjoining local authority areas can cater for participants for foreseeable future</p>
<p>Dialogue with Cheltenham Town Wheelers, other cycle clubs and council to discuss future facility needs so club can continue to expand</p>	<p>Barriers – lack of facilities One club has waiting list (The Gym Centre)</p>	<p>Barriers – facilities in need of investment</p>	
<p>Barriers – none</p>			

## Gloucestershire Cricket Foundation

Cricket can be played in many sites, some are well equipped for cricket, but none meet ECB standards across every aspect of measurable criteria

Sites that are well equipped are generally public-school sites so availability for community use and hire is severely limited

Cheltenham is a well-stocked area, but when it comes down to availability, more provision is needed especially when in competition with other sports. There are a finite number of cricket clubs in Cheltenham indoor provision also services clubs in surrounding rural areas as well

## Gloucestershire Football Association

There are no plans to develop Futsal in the short term

Other Football FA feedback and considerations will be included in the Playing Pitch Strategy

## Lawn Tennis Association

Priorities - Retain and maximise all tennis provision within area included clubs, parks and schools

Barriers - no indoor courts and limited floodlit courts

Priority - develop new outdoor floodlit tennis court provision in line with new housing developments across Cheltenham including Golden Valley & Elm Park

4 affiliated clubs

LTA Quick Access Loan Scheme for tennis facilities ([lta.org.uk](http://lta.org.uk))

## Swim England

More pool time for the clubs in existing facilities

2 affiliated clubs

Cheltenham Phoenix Aquatics Club would like to expand

Barriers – pool time & availability. Not been able to gain pool time at Leisure At Cheltenham or Sandford Lido

Future priority need - build another pool to support expansion of residential development in area

## Table Tennis England

2 affiliated clubs

Clubs share facilities with a bowls club and YMCA sports centre. No issues with these facilities

Priorities;  
- U9s

- working with schools, more tables in schools & training for staff
- growth of Ping & outdoor tables, increasing social spaces to play
- women and girls' participation
- most deprived communities

Barriers - lack of outdoor and community tables for public access and competition spaces

### 5.3. Sports Club Consultation

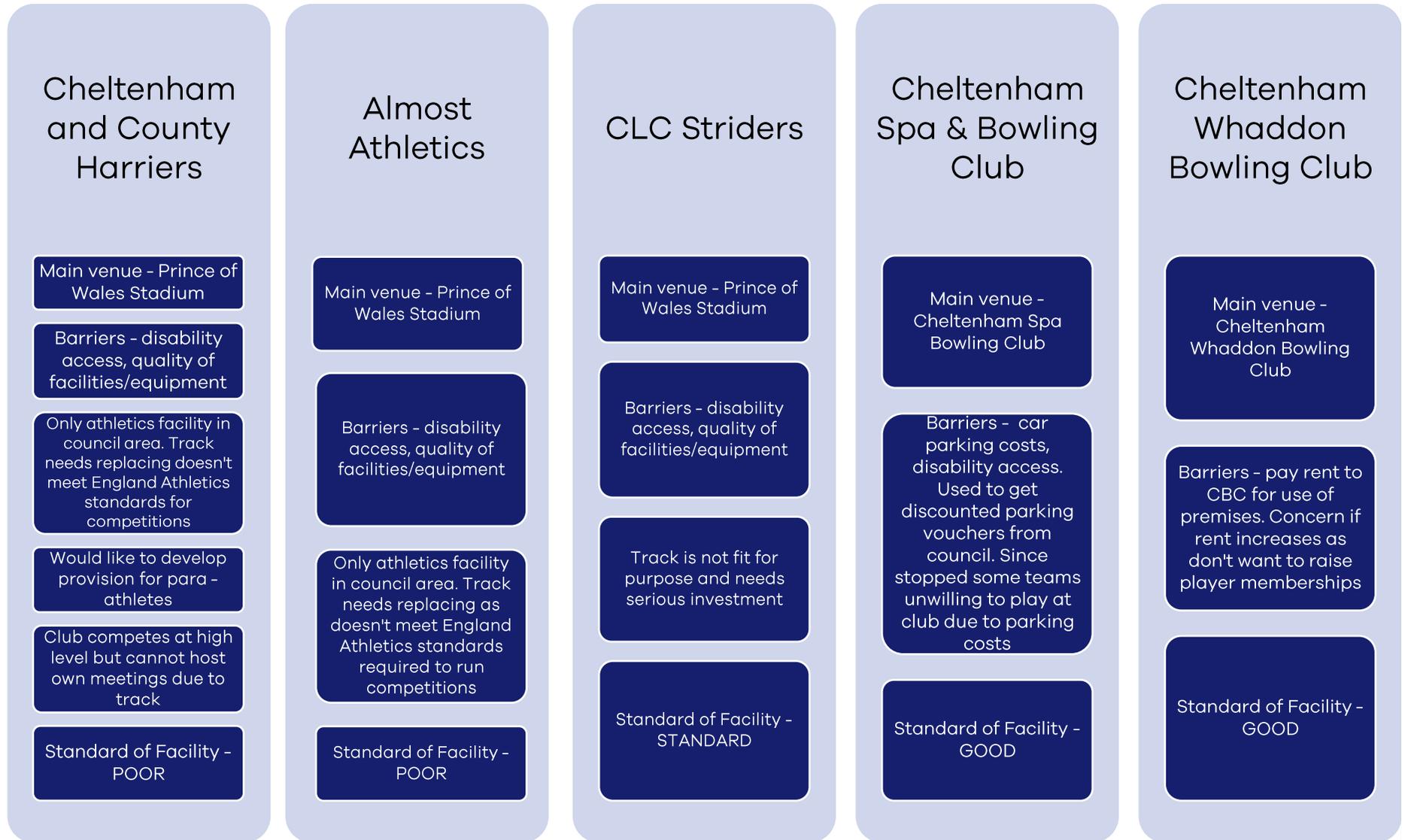
5.3.3 16 sports clubs across a variety of sports responded to the consultation – those in gold are relevant to both the Built Leisure and Playing Pitch Strategies.

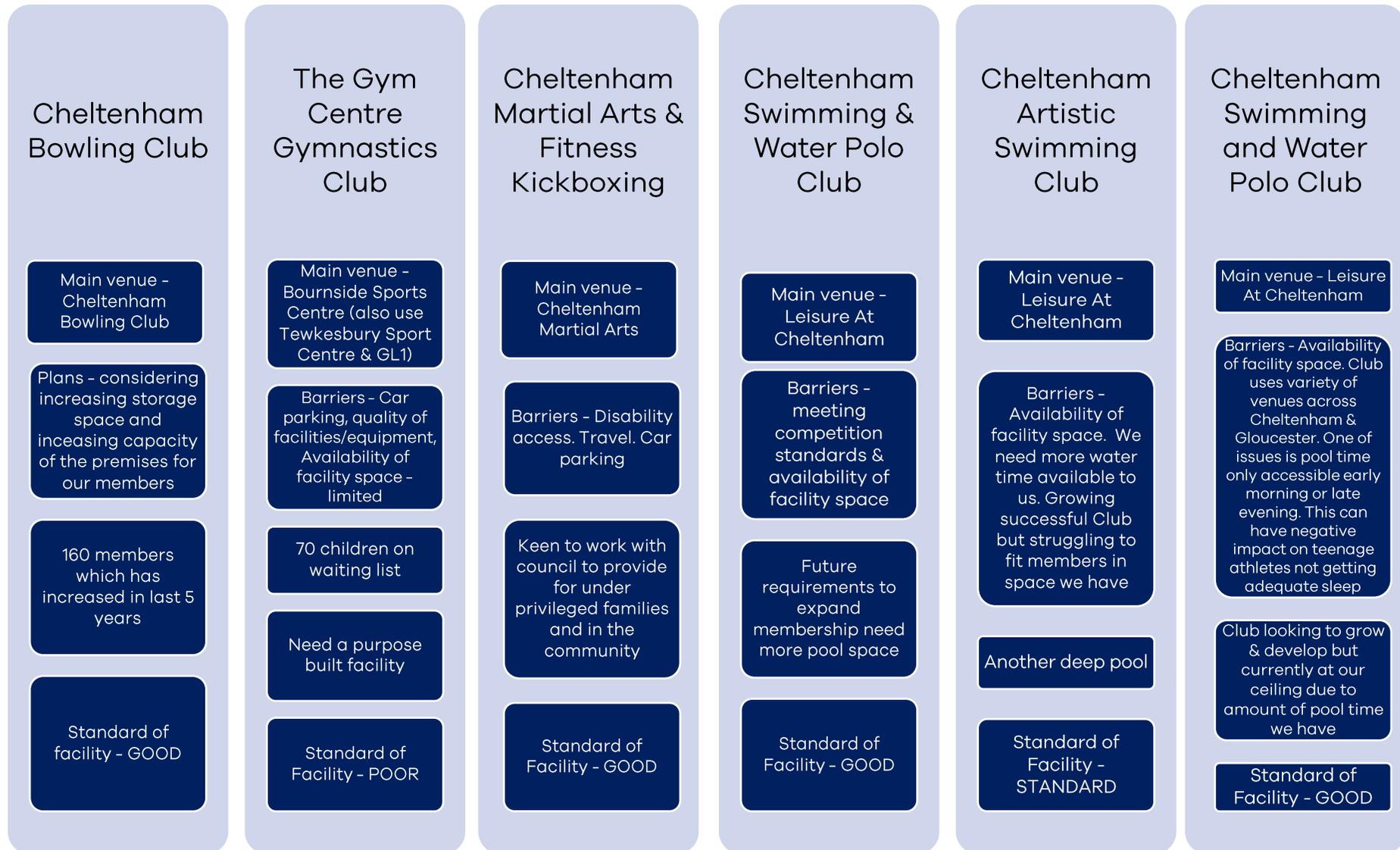
Table 4 – Sports Club Consultation

Built Leisure & Sports Facilities	Playing Pitches
<ul style="list-style-type: none"> <li>Cheltenham and County Harriers</li> <li>Almost Athletics</li> <li>CLC Striders</li> <li>Cheltenham Spa &amp; Bowling Club</li> <li>Cheltenham Whaddon Bowling Club</li> <li>Cheltenham Bowling Club</li> <li>The Gym Centre Gymnastics Club</li> <li>Cheltenham Martial Arts &amp; Fitness Kickboxing</li> <li>Cheltenham Swimming &amp; Water Polo Club (Swimming, Water Polo and Artistic Swimming)</li> <li>Cheltenham Artistic Swimming Club</li> <li>Cheltenham Swimming and Water Polo Club (Swim section)</li> </ul>	<ul style="list-style-type: none"> <li>Charlton Cricket Club</li> <li>Cheltenham Lacrosse Club</li> <li>Cheltenham Football Association</li> <li>Cheltenham Civil Service Sharks (Rugby)</li> <li>Cheltenham Tigers Rugby Club</li> </ul>

5.3.4 The table overleaf has key findings and direct comments from the sports clubs for those sports being considered in the Built Leisure and Sports Facility Strategy. The other sports club consultation will be detailed in the Playing Pitch Strategy. Further detail can be found in the sports club survey report [Appendix 6](#).

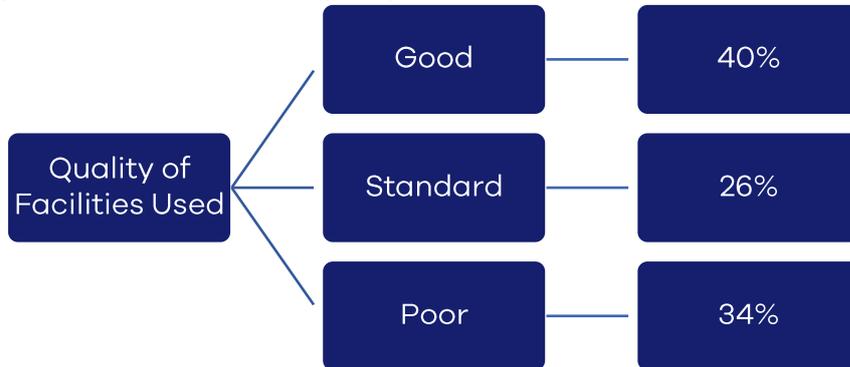
Figure 16 – Cheltenham Sports Club Considerations





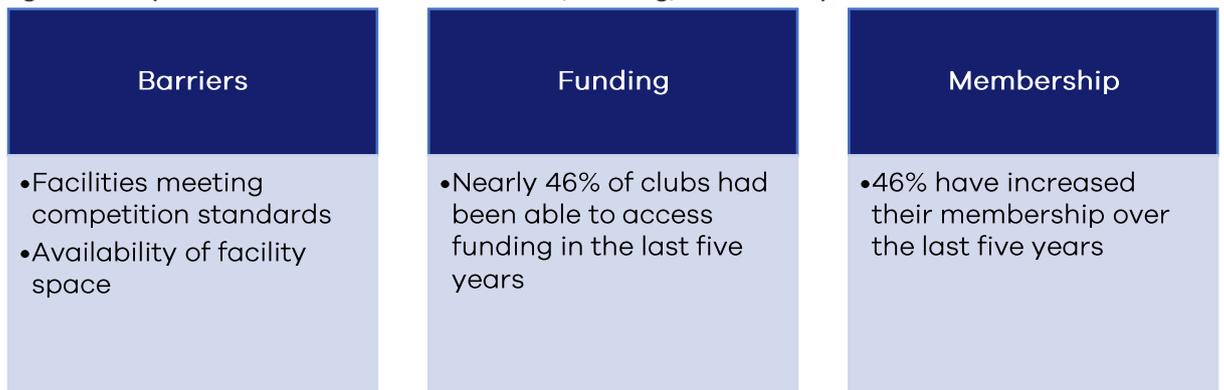
5.3.5 Clubs were asked to rate the quality of the facilities they used the most, encouragingly over 40% rated the standard of facilities as 'good'.

Figure 17 – Sports Clubs Consultation quality of facilities used



5.3.6 Despite the majority of facilities used being rated as standard or good, quality of facilities was still highlighted as a barrier along with availability of space. A high proportion of clubs have been able to access funding in recent years and nearly half have increased their membership in the last 5 years.

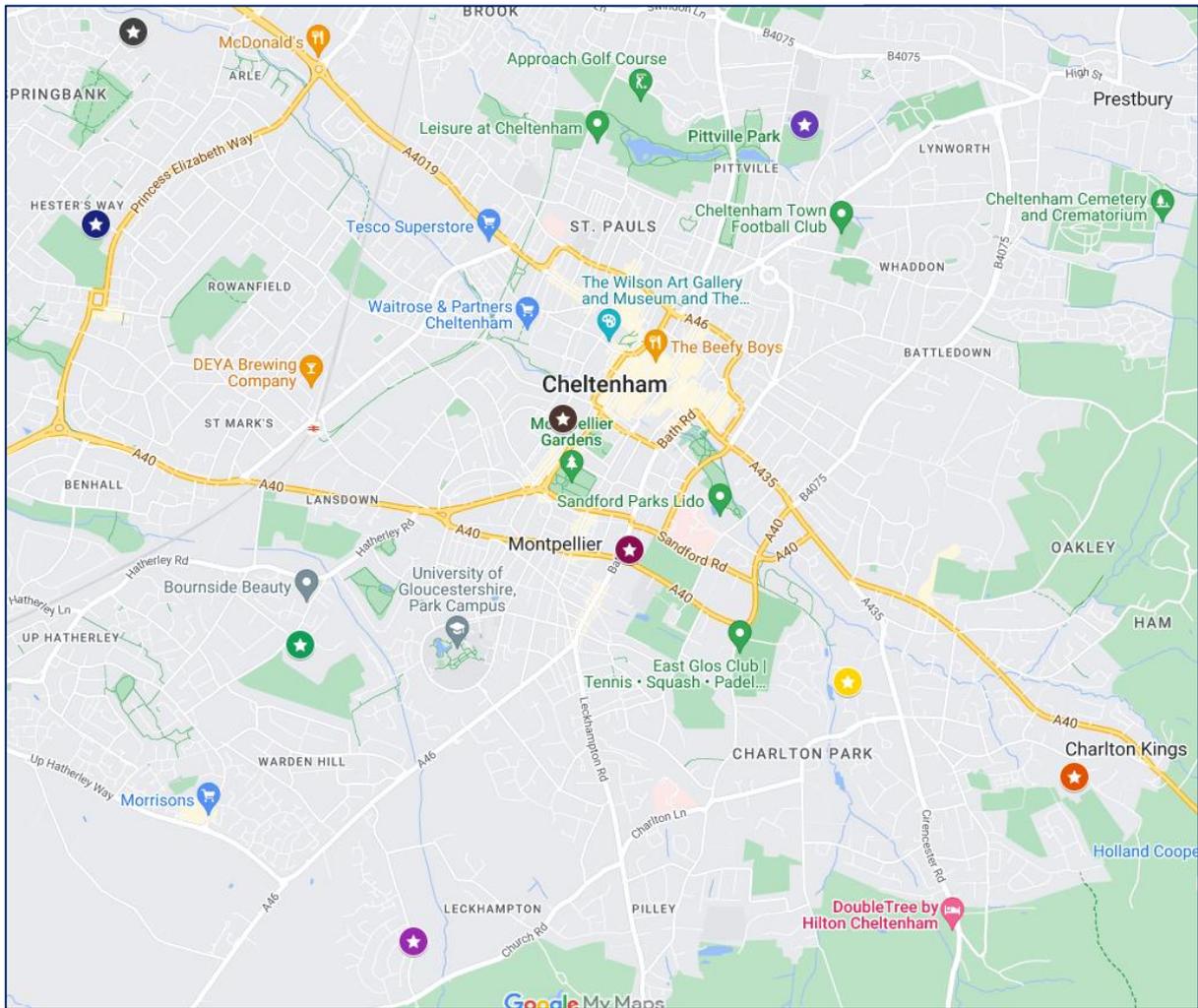
Figure 18 – Sports Clubs Consultation barriers, funding, membership



#### 5.4. Schools Consultation

5.4.1 Nine schools (out of eleven) responded from a mix of state and private. A map of the schools that responded is shown below.

Map 8 – Cheltenham School Survey Respondents



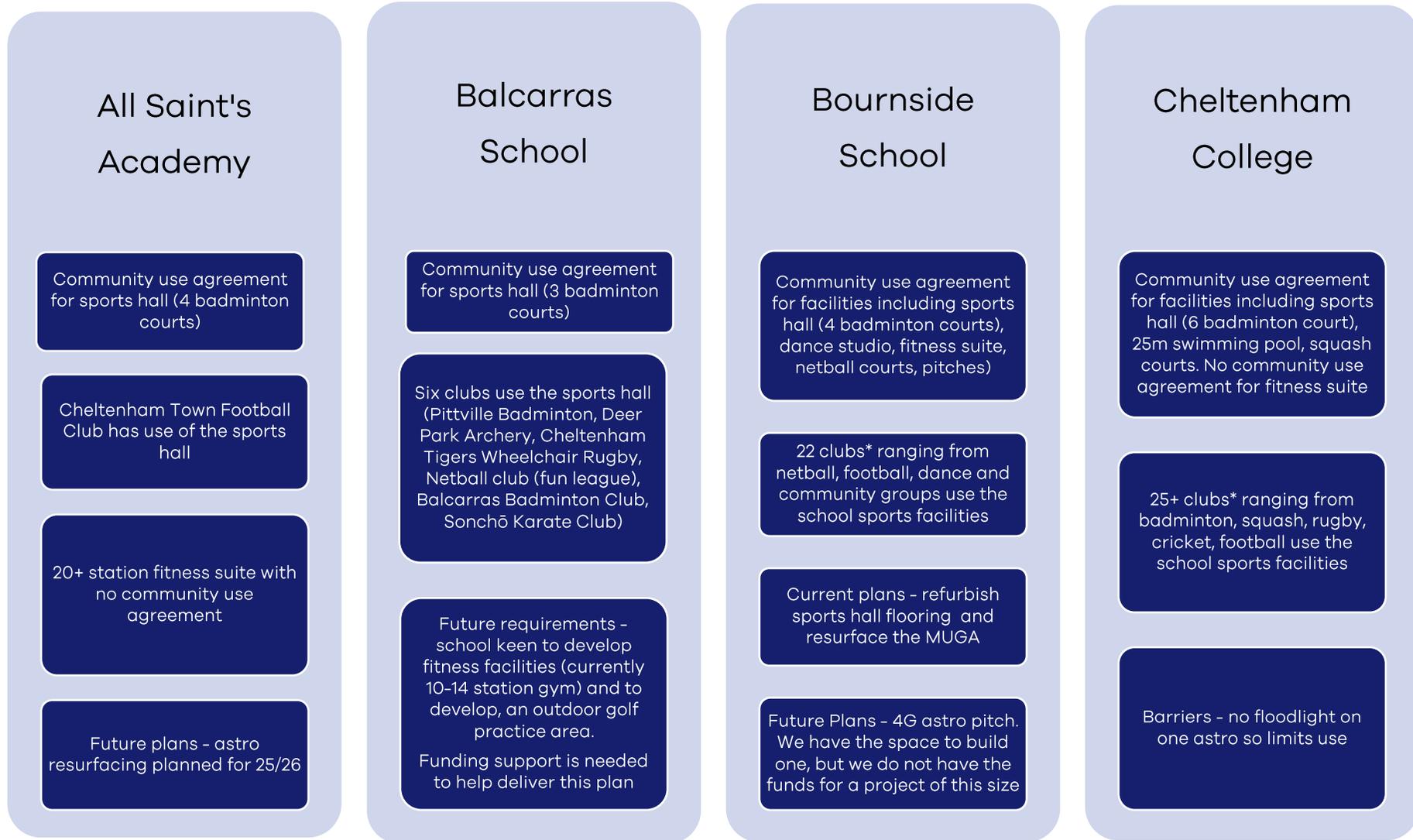
5.4.2 The key findings of the school consultation are shown below. Further detail can be found in [Appendix 7](#).

5.4.3 From the consultation it is clear that schools play a significant role in providing facilities in the borough for a wide variety of clubs to use. For example Bournside School facilities<sup>11</sup> and Cheltenham College<sup>12</sup> are used by 20+ clubs. This highlights the importance of securing community use agreements at education sites.

<sup>11</sup> Bournside School facilities used by; Lansdown hockey club, Falcons badminton club, Leckhampton football club, Southside football club, Cheltenham town community trust, Old pats rugby club, rugbytots, Cheltenham gymnastics club, Momentum Pole and Aerial theatre stars, Cirque du Dance, Syren Alternative Belly Dancers, Paresh Taekwondo, Netball Fun League, Nomads Netball Club, Cheltenham & Gloucester Volleyball Club, Cheltenham Ladies Netball Club, Cheltenham Archers, Old Chelms Netball, Kick-a-Bout GKR Karate, Gloucestershire Music, Southfield Women’s Institute

<sup>12</sup> Cheltenham College facilities used by; Hucclecote NC, Old Chelms NC, NFL, GCNA Phoenix SC, CSWPC, Cheltenham Artistic SC, Glos Masters SC, Glos County SC, Lakeside FC, HCR, Zurich FC, Leckhampton FC, Charlton Rovers FC, Coach House FC, Uni of Glos HC, CHC, CJHC, Hockey Fever, Badgers HC, Old Pats RC, CKCC Ultimate frisbee, GCCC, Glos County badminton, Move More/Heidis Heroes School swimming – RPS, Hesters Way, St Johns, Naunton Park

Figure 19 – Schools Consultation



## Cheltenham Ladies' College

Community use agreement for facilities including sports hall (6 badminton court), swimming pool (6 lane, 25m)

Swimming pool used by; Cheltenham Swimming & Waterpolo Club  
Cheltenham Phoenix Swimming Club

5 squash courts but no community use, 2 dance studios used by Janet Marshall Dance

Barriers to community use; planning restraints limiting usage hours & demographic (age)

Plans - refurbishment of gym areas (Christmas 23), resurfacing of tennis/netball (date TBC), resurfacing of older astro (date TBC), installation of solar panels (date TBC). No funding required

## Pate's Grammar School

Community use agreement for facilities including sports hall (4 badminton court)

2 clubs use the sports hall - Pittville badminton club, Netball club (Fun league)

The fitness suite does not have community use access

Barriers to community use is staffing of lettings after school and at weekend

Money is huge barrier. Astro turf needs replacing in next 5 years. Tennis courts and sports hall need resurfacing now. Fitness suite needs upgrading

## Pittville School

School has a small 1 badminton court activity hall. The other 2 court badminton court hall is closed

School has secured DFE section 77 approval to dispose of some land at the school site to raise a capital receipt to build and replace new sports hall

We have plans for a new sports hall, an all weather pitch and resurfacing of the current tennis courts

Barriers - we do not have sufficient capacity to support extensive community use and the facilities are in need of updating

## St Edward's Senior School

School has sports hall (3 badminton court) unsure if community use agreement in place

School has a 22m swimming pool that has community use and used by Aquazone swim school

Plans - indoor sports hall planned to be updated and refurbished

## The High School, Leckhampton

School has a sports hall (4 badminton court) with community use agreement and used by; Pittville Badminton Club, Hucclecote Netball and Gloucestershire Netball

The school also has a dance studio Cheltenham Harriers and My Stage school

Staffing is a barrier to opening up or increasing the facilities community use

## 5.5. Parish & Town Council Consultation

5.5.1 Two parish councils responded to the consultation key findings are outlined below.

5.5.2 **Prestbury Parish Council** (6,995 residents in parish) is located to the east of Leisure At Cheltenham.

- 'Yes' residents can easily travel to places to be physically active, exercise or play sports.
- The parish owns; adult football pitches, youth 11v11 football pitches, mini soccer 7v7 pitches, MUGA, netball courts, running track (third of a mile), outdoor gym equipment, outdoor table tennis tables.
- Plans to improve existing facilities (such as tennis courts) and funding has been confirmed.
- Concerns around anti-social behaviour which impacts on the facilities. Feel there is little that can be done about it. The Parish Council has reported it to the police with little impact.

5.5.3 **Up Hatherley Parish Council** (5,590 residents) is located south west of Cheltenham towards Warden Hill and Bournside School.

- 'Yes' residents can easily travel to places to be physically active, exercise or play sports.
- The parish owns outdoor gym equipment.
- Public swimming pools are hard to access unless residents have the use of a car.
- No direct bus routes to local facilities.

5.5.4 These responses show that there are outdoor facilities that provide residents with the opportunity to be active locally. However, concerns on safety and anti-social behaviour can act as a barrier to using them.

5.5.5 Further detail can be found in [Appendix 8](#).

## 5.6. Facility Audit

5.6.1. The consultation work above helps to inform which leisure facilities are available, who is using them and any feedback on improvements that can be made to encourage more residents to participate in physical activity.

5.6.2. Continuing to look at leisure provision in the borough, a facility quality audit of the main leisure facilities was undertaken which is shown overleaf. Those facilities considered poor are likely to require investment to improve them.

Table 5 – Main Leisure Facility Quality Audit

Site	Facility	Year Built	Quality	Considerations
All Saint's Academy	4 court Activity x2	2011	Average	Only rent sports hall out to Cheltenham Town FC. Sports hall used 21 weeks of year for exams. Indoor cricket nets, outdoor netball, outdoor tennis courts, basketball, indoor football, floor of sports hall needs replacing.
Balcarras Sports Halls (Balcarras School)	4 court Activity	1985 (refurb 2007)	Average	Indoor cricket nets, basketball, indoor football, netball. Outdoor cricket nets, netball and tennis courts.
Bournside Sports Centre (Bournside School)	4 courts 3 court, activity	1999	Average	Badminton, basketball, indoor football, netball, indoor and outdoor cricket nets. Outdoor tennis courts x 6. Outdoor netball courts x 5. Plans to refurbish sports hall flooring (4 court).
Cheltenham College	8 court 3 court 6 lane pool	1996 (refurb 2015) 1996	Good	Double sports hall. Indoor cricket nets, netball, basketball, indoor football, indoor hockey. Changing rooms recently refurbished.
CLC sports Centre (Cheltenham Ladies' College)	6 court 6 court 6 lane pool	2018 1994	Good	Only sports hall uncomfortably full - 91% used capacity. Plans for refurbishment of gym areas (Christmas 23), resurfacing of tennis/netball (date TBC), resurfacing of older astro (date TBC), installation of solar panels (date TBC).
Dean Close School	5 court 4 lane pool	2006 1971 (2004 refurb)	Average	Sports hall, 5 badminton courts in total. Indoor hockey, netball, cricket nets, basketball. Outdoor tennis courts, netball courts double as car park, outdoor climbing wall. Squash courts not in use as being used for storage.
Leisure At Cheltenham	7 court 4 court 6 lane pool, teaching & diving pool	1971 (refurb 2008 and 2018 )	Average	Certain facilities within the centre would be classed as good (gym, studios, sports hall, splash pad, pools and health suite). Squash court average, cricket hall poor. Overall the site has been given an average rating given the ongoing maintenance issues and age of the building.
Pate's Grammar School	4 court Activity	1985 (refurb 2008)	Poor	Sports hall has indoor climbing wall. Badminton, netball. Second hall not fit for purpose and only used by school. Outdoor tennis & netball courts. Plans to resurface sports hall (4 court).

Site	Facility	Year Built	Quality	Considerations
Sandford Parks Lido	50-x27 lido	1935 (refurb 2006)	Good	The Heritage Lottery Fund contributed £382,500 in 2006 towards refurbishment of main pool.
St Edwards School Cheltenham	3 court 4 lane pool	1960 (refurb 2000) 1965 (refurb 2005)	Average	Main sports hall - netball, cricket nets. Sports hall 2 is in need of refurbishment. Outdoor netball and tennis courts.
YMCA Sports Centre	4 court	2006	Good	4 badminton courts, indoor football, netball, basketball, volleyball.

**5.7. Condition of Buildings – Leisure At Cheltenham**

5.7.1 Further condition survey work is required to know what some of the issues are and what needs to be rectified immediately as a priority.

5.7.2 Cost to be determined.

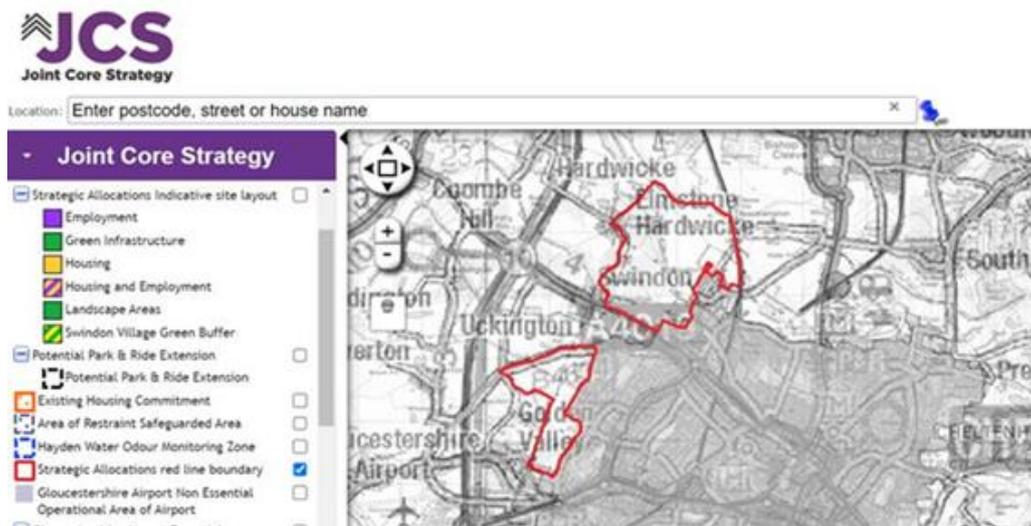
**6. Supply and Demand for Sports Halls and Swimming Pools**

6.1. There are two main tools used to inform the assessment of supply and demand, as well as the current facility audit, and the demand information gathered through the consultation. The tools are Sport England’s Facility Planning Model (FPM) for Sports Halls and Swimming Pools and secondly the Sport England Facility Calculator is used to estimate future need of facilities from population growth.

6.2. The map below shows the planned housing growth as part of the strategic allocations at West Cheltenham (2,371 homes) and North West Cheltenham (4,285 homes).

6.3. It is, therefore, important to consider future leisure provision up to 2041 to take into account population increases. As previously mentioned, the projected population prediction for 2041 used to inform this strategy is 123,373 residents, this will be further tested through the preparation of the SLP.

Map 9 – Cheltenham Joint Core Strategy – Strategic Allocations Map



- 6.4. Given the nature of being surrounded by other boroughs, there is an ease of access to many facilities in nearby local authorities, so the geographical location of provision is important to consider.
- 6.5. To inform the Indoor Sports Facilities Needs Assessment, Sport England Facility Planning Models (FPM) were completed for sports halls and swimming pools in October-November 2023, the key findings of these are set out below. These studies are a quantitative, accessibility and spatial assessment of the supply, demand and access.
- 6.6. The limitations and reason for use are identified below.

**The Facilities Planning Model (FPM)** is a computer-based supply/demand model, which has been developed by Edinburgh University in conjunction with sportscotland and Sport England since the 1980's.

The model is a tool to help assess the strategic provision of community sports facilities in an area. It is currently applicable for use in assessing the provision of sports halls that provide three badminton courts and above and provide play and pay community use or sports club community use. It excludes smaller sports halls and those that are private use. The swimming pool FPM assesses the provision of swimming pools larger than 160 m<sup>2</sup> (four lanes and above), indoor/covered swimming pools that provide pay and play community use or water-based club usage.

#### Use of FPM

Sport England uses the FPM as one of its principal tools in helping to assess the strategic need for certain community sports facilities. The FPM has been developed as a means of:

- assessing requirements for different types of community sports facilities on a local, regional or national scale.
- helping local authorities to determine an adequate level of sports facility provision to meet their local needs.
- helping to identify strategic gaps in the provision of sports facilities; and,
- comparing alternative options for planned provision, taking account of changes in demand and supply. This includes testing the impact of opening, relocating, and closing facilities, and the likely impact of population changes on the needs for sports facilities.

Its current use is limited to those sports' facility types for which Sport England holds substantial demand data, i.e. swimming pools, sports halls, and indoor bowls.

The purpose of the report is to provide Cheltenham Borough Council with an updated evidence base for sports halls and swimming pools, which the Council can use to inform their strategic planning for the future provision of these facility types.

The full Sport England Facility Planning Model Report for Sports Halls is provided at [Appendix 9](#). The Sports Hall FPM only captures 3 badminton court sports halls and above and the Sport England Facility Planning Model Report for Swimming pools is provided at [Appendix 10](#).

## 6.7. Supply and Demand of Sports Halls

6.7.1 The supply of sports halls across the Cheltenham Borough Council area is provided in the table below:

Table 6 – Supply of Sports Halls Cheltenham Council area (3 courts and over) used in FPM

Site	Operation	Facility Type	Dimensions (m)	Area (sqm)	Year Built	Year Refurb	Peak Hours	Total Hours	Capacity (visits in weekly peak period)
All Saints Academy	Edu. (in-house)	4-court	35 x 20	690	2011		37	37	2,572
		Activity	18 x 10	180			37	37	
		Activity	18 x 10	180			37	37	
Balcarras Sports Centre	Edu. (in-house)	4-court	33 x 18	594	1985	2007	36.5	38.5	1,852
		Activity	18 x 10	180			36.5	38.5	
Bournside Sports Centre	Edu. (in-house)	4-court	34 x 18	612	1999		40	46.5	3,290
		3-court	27 x 18	486			40	46.5	
		Activity	21 x 12	252			40	46.5	
Cheltenham College	Edu. (in-house)	8-court	45 x 32	1,440	1996	2015	27	37	2,376
		3-court	27 x 18	486			27	37	
CLC Sports Centre	Edu. (3 <sup>rd</sup> party)	6-court	35 x 27	932	2018		45.5	101	4,368
		6-court	35 x 27	932			45.5	101	
Dean Close School	Edu. (in-house)	5-court	40 x 20	800	2006		17.5	17.5	700
Leisure at Cheltenham	Public	7-court	34 x 30	1,020	1971	2008	45	99	3,960
		4-court	33 x 18	594			45	99	
Pate's Grammar School	Edu. (in-house)	4-court	35 x 20	690	1985	2008	23	25	1,167
		Activity	18 x 10	180			23	25	
St Edward's Preparatory School	Edu. (in-house)	3-court	27 x 18	486	1982	1995	34	46.5	816
St Edward's School	Edu. (in-house)	3-court	27 x 18	486	1960	2000	29	41.5	696
YMCA Cheltenham Sports Centre	Community	4-court	35 x 20	690	2006		34	69	1,088

6.7.2 There are 20 sports halls across 11 sites in Cheltenham in both 2023 and 2041 available for community use in the weekly peak period. Only one of the sites (Leisure At Cheltenham) is a public leisure centre. There is one community site (YMCA) and the remaining nine are educational sites. Of the educational sites, eight are managed in-house and one is proactively managed by a third party.

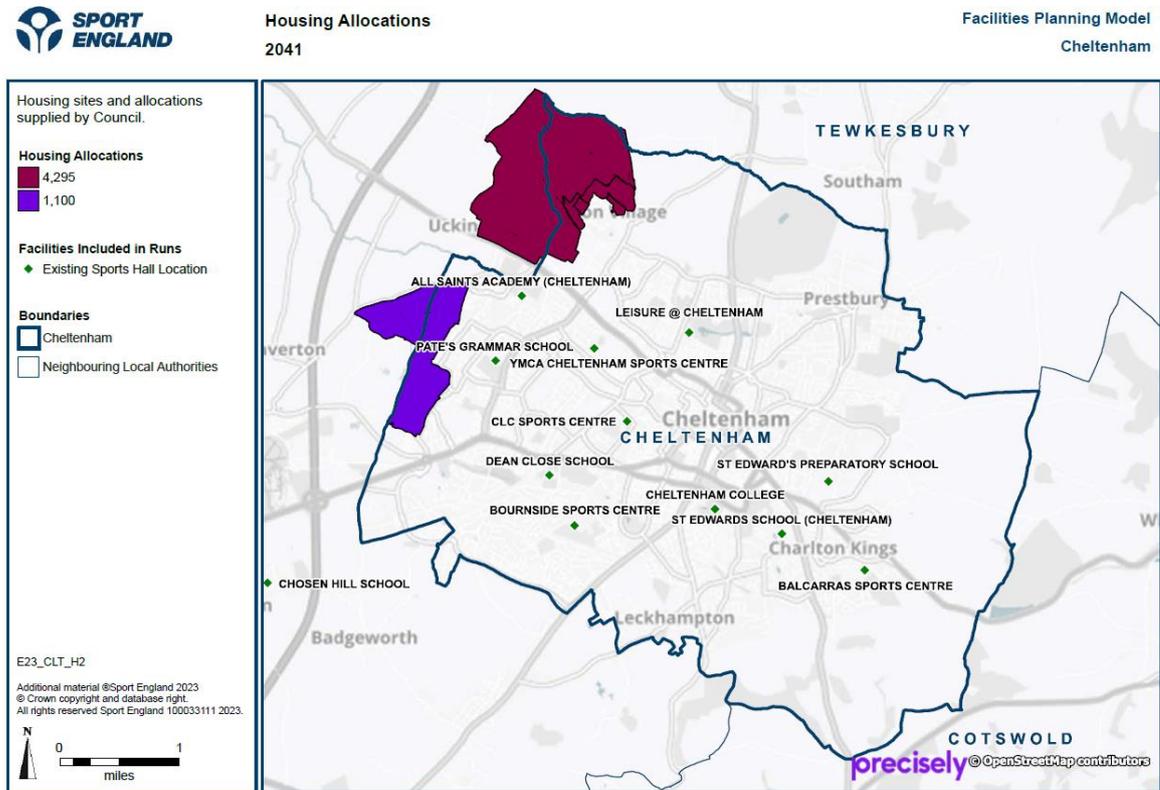
6.7.3 The table below shows that the total supply of sports halls in 2023 and 2041 is the equivalent of 80.7 badminton courts, of which 62.2 are available for community use in the weekly peak period. The unavailable courts represent 23% of the total supply.

Table 7 – Supply of Sports Halls in Cheltenham by Run

Total Supply	Run 1	Run 2
Cheltenham	2023	2041
Number of sports halls	20	20
Number of sports hall sites	11	11
Supply in badminton court equivalents	80.7	80.7
Supply in courts scaled with hours available in peak period	62.2	62.2
Supply in visits per week in peak period	22,885	22,885
Average age of sites	30	48
Average age of public sites	52	70

6.7.4 The sports hall locations are shown in the map below.

Map 10 – Location of Sport Halls Sites Allocated in FPM in relation to Planned Housing Growth



6.7.5 The quality and range of the offer (together with the age and condition of a sports hall) are considered. These features are of increasing importance to customers and impact on participation levels. Desirable features include a modern sports hall with a sprung timber floor, good quality lighting, modern changing rooms, and other facilities on site such as a studio and/or a gym. Residents may travel further to use a sports hall with this all-round offer rather than participate at the sports hall closest to where they live. The findings for each individual sports hall site vary from the Cheltenham average for all these inter-related reasons.

6.7.6 The average ages of the sports hall sites in Cheltenham are:

- All sports hall sites – 30 years
- Public leisure centre – Leisure At Cheltenham was opened in 1971, which significantly older than the average age of 30 years for all the sites

6.7.7 The most recent sports hall site to open is CLC Sports Centre which was built in 2018. The oldest sports hall is St Edward’s School which was built in 1960.

6.7.8 Of the seven sites that opened before 2000, only four have been modernised in the last 20 years. The remaining four sports hall sites opened between 2006 and 2018 but have not been modernised as yet. By 2041, the average age of the sites will be 48 years, and Leisure At Cheltenham will be 70 years old. Therefore, there is an increasing need for modernisation of the sports halls.

6.7.9 Modernisation is defined as one or more of the following:

- Upgrade of the sports hall floor to a sprung timber floor.
- Upgrade of the lighting in the sports hall.
- Modernisation of the changing accommodation.

6.7.10 The schools consultation identified that several schools are planning modernisation work or replacement of their sports hall. These are listed below;

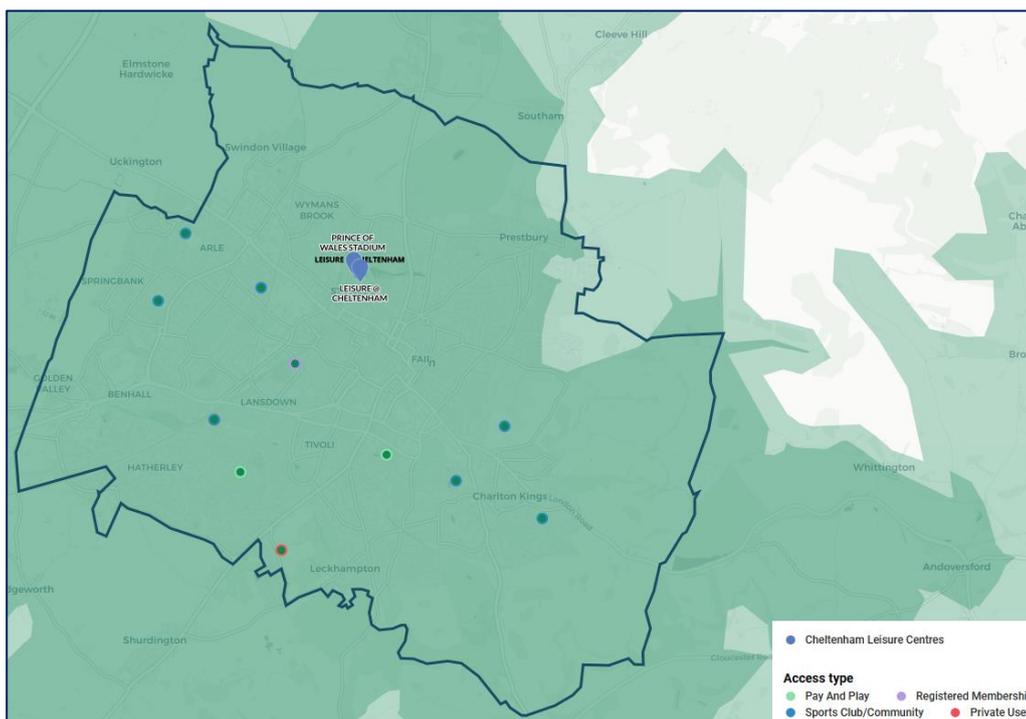
- St Edwards School – There are plans for the indoor sports hall (3 court) to be updated and refurbished.
- Pittville School – plans for a new sports hall (currently one activity hall and their other hall is closed). Pittville School was excluded from the FPM run as hall deemed too small. However, it is worth noting that the school do not currently have community use of their existing facilities therefore future access is not guaranteed.
- Pate’s Grammar – resurfacing of sports hall (4 court).
- Bournside – plan to refurbish sports hall flooring (4 court).

6.7.11 Where community access is secured, the modernisation presents an opportunity for additional/improved sports hall provision.

## 6.8. Access to Sports Halls

6.8.1 The map below shows the geographic distribution of the strategic main sports halls across Cheltenham Borough Council, with a catchment area for each of 20-minutes’ drive time (20-minute drive time private car). The 20-minute drive time catchment area of the existing sports halls covers all the Cheltenham Borough Council area and beyond into neighbouring local authority areas.

Map 11 – Sport Halls (20-Minute Drive ~Time)



6.8.2 In Cheltenham 19% of the population do not have access to a car. A large proportion (69%) of Cheltenham’s residents are within a 20-minute walk of a sports hall. 90% of the borough’s 10% most deprived population is also within a 20-minute walk of a sports hall, so there is a good level of access to sports halls.

6.8.3 It is estimated that 16% of all journeys to sports halls are on foot. Not all residents in these areas will walk to a sports hall and some will travel further.

6.8.4 The percentage of the population without access to a car influences travel patterns to halls. For residents without access to a car, travel to sports halls by public transport and on foot become the choices of travel mode. It is estimated that 75% of journeys to sports halls by Cheltenham residents are by car and 9% by public transport in both years.

6.8.5 Except for St Edward’s Preparatory School, all the sports hall sites are within a five-minute walk of a bus stop. Two sites (Dean Close School and CLC Sports Centre) are also within a 15-minute walk of a railway station.

6.8.6 In 2023 and 2041, all residents have access to at least ten sports hall sites within a 20-minute drive. Access to the greatest number of sports halls is in the southwest of the borough, where residents can access more than 20 sites within a 20-minute drive.

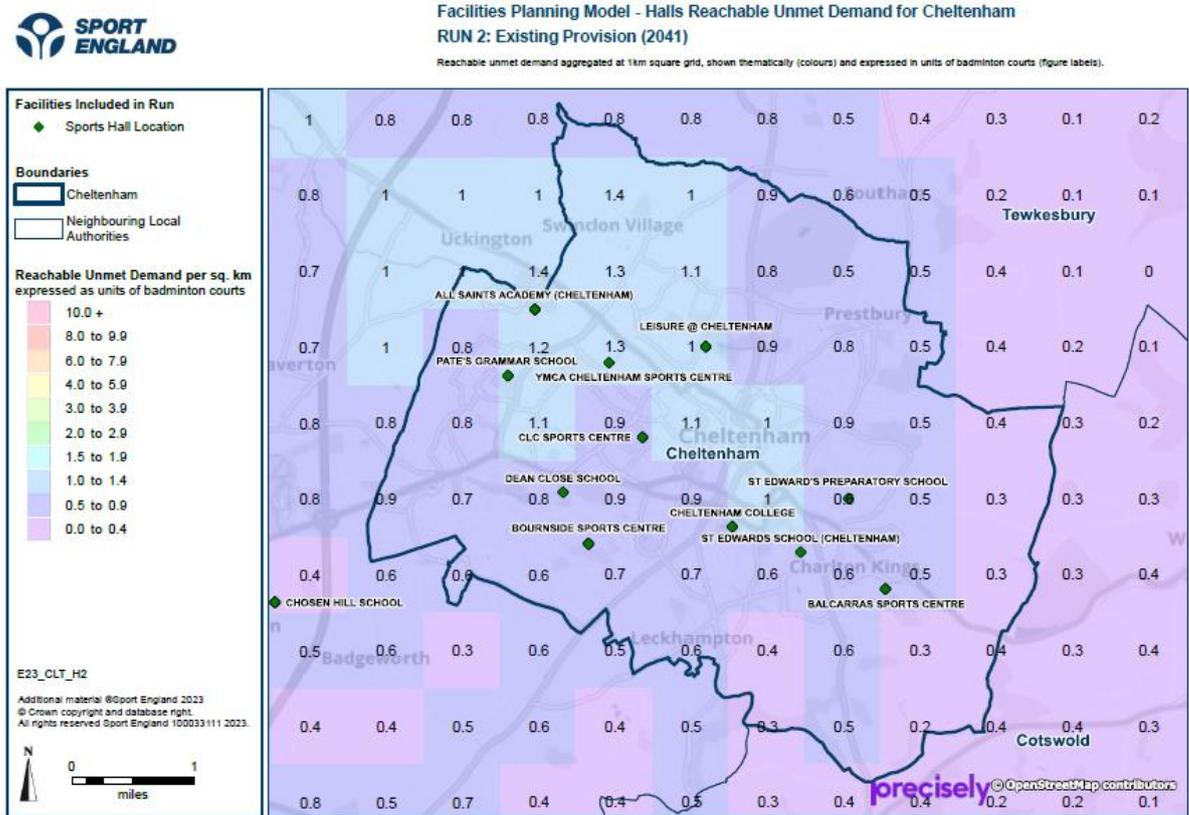
6.8.7 The map below shows the unmet demand in the area up to 2041.

6.8.8 Unmet demand is low; 4% of demand in 2023 and 2041. This equates to 1.3 courts in 2023 and 1.4 courts in 2041.

6.8.9 All unmet demand is from residents who live too far from a sports hall. In 2041 two locations (Swindon Village and Uckington) are where most unmet demand can be met,

at 1.4 courts. However, this level of reachable unmet demand is not sufficient to justify new sports hall provision. However, the sports provision currently being negotiated as part of the Elms Park development, includes community use of the proposed new school facilities.

Map 12 – Unmet Demand in the Area up to 2041



6.8.10 Following the analysis of quality and the FPM the main findings are below:

### 6.8.11 Sports Halls – Main FPM Findings

#### Facilities Planning Model - What does this mean for leisure provision in Cheltenham?

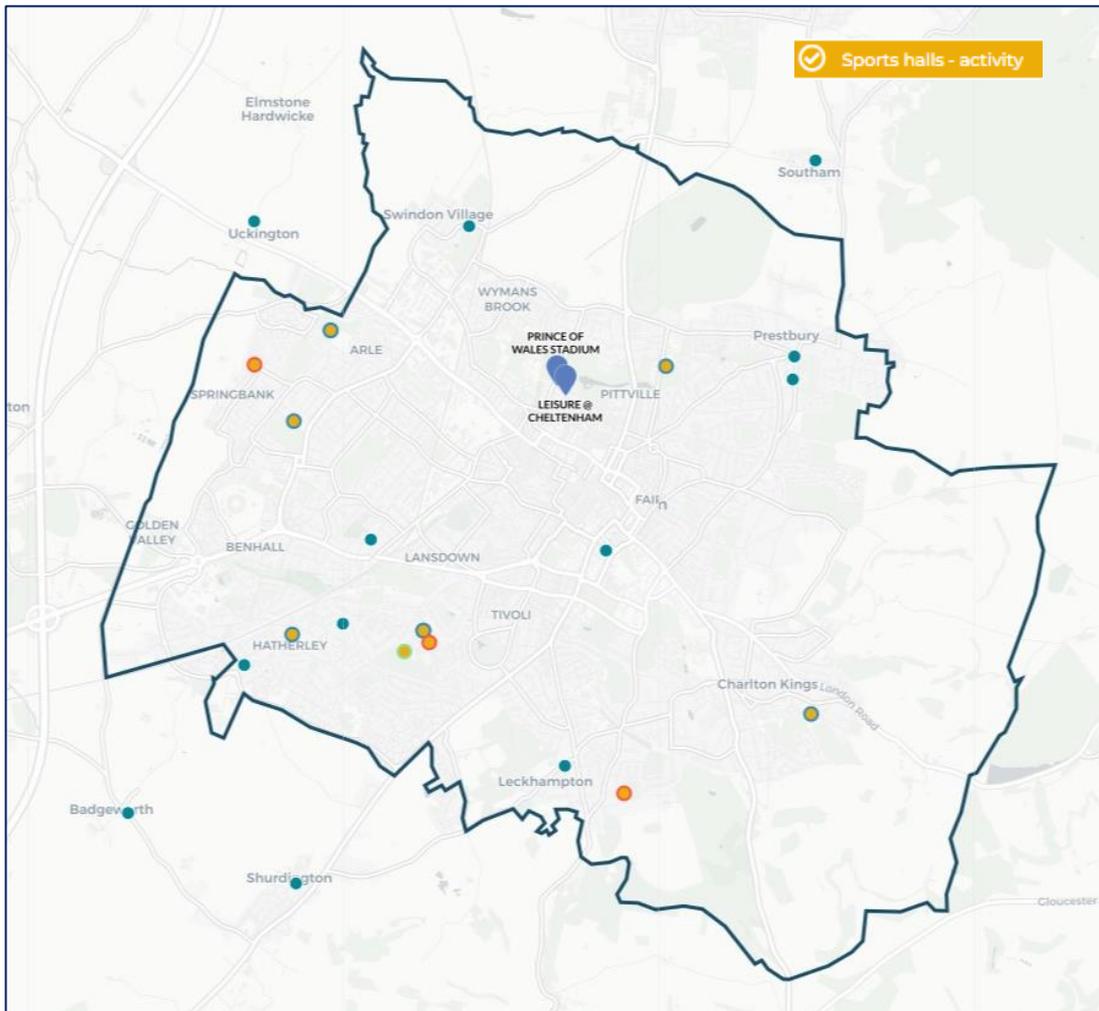
- Sports hall supply is 20 halls across 11 sites – equivalent to 80.7 badminton courts, of which 62.2 are available for community use in the weekly peak period.
- The total supply of sports halls in 2023 and 2041 is the equivalent of 80.7 badminton courts, of which 62.2 are available for community use in the weekly peak period. **The unavailable courts represent 23% of the total supply.**
- Only three sites (CLC Sports Centre, Leisure At Cheltenham and YMCA Cheltenham Sports Centre) offer extensive off-peak time availability.
- Subject to negotiations with education providers, there is scope to increase the hours available at peak times. For context only, a total of 137.5 hours per week could be made available across the Cheltenham sites, with 124.5 of these hours being at the educational sites.
- The sports halls are in the right locations - over 90% of residents in 10% most deprived areas can access a sports hall within a 20-minute walk.
- By 2041 the average age of the sites will be 48 years, and Leisure At Cheltenham will be 70 years old. There is an increasing need for modernisation of sports halls as ageing stock.
- Unmet demand is low; 4% of demand in 2023 and 2041. This equates to 1.3 courts in 2023 and 1.4 courts in 2041. All unmet demand is from residents who live too far from a sports hall.
- In 2041 there are two locations where most unmet demand can be met, at 1.4 courts, and these are Swindon Village and Uckington. However, this level of reachable unmet demand is not sufficient to justify new sports hall provision and is forming part of the negotiations in respect of current planning applications.
- In 2023, 96% of Cheltenham demand for sports halls is met; in 2041 95%.
- Imported demand from neighbouring local authority areas is high at 22% of the used capacity of the borough's sports halls in 2023, increasing to 26% in 2041.

6.8.12 With the majority of sports halls based within educational sites it is also worth looking at community spaces where physical activities that don't require a high sports hall ceiling can take place e.g. yoga, Pilates and martial arts. This would free up space for activities that require larger and higher ceiling sports courts e.g. basketball, netball, volleyball and badminton.

6.8.13 The following map highlights that there is a wide range of community spaces that could be utilised.

6.8.14 There are also proposals for a new Petersfield Community & Sports Hub at Chelt Walk park which alongside the football facilities will provide indoor spaces for community & social activities. This is a community led project which is currently working on funding options for the scheme.

Map 13 – Cheltenham Community Spaces / Village Halls



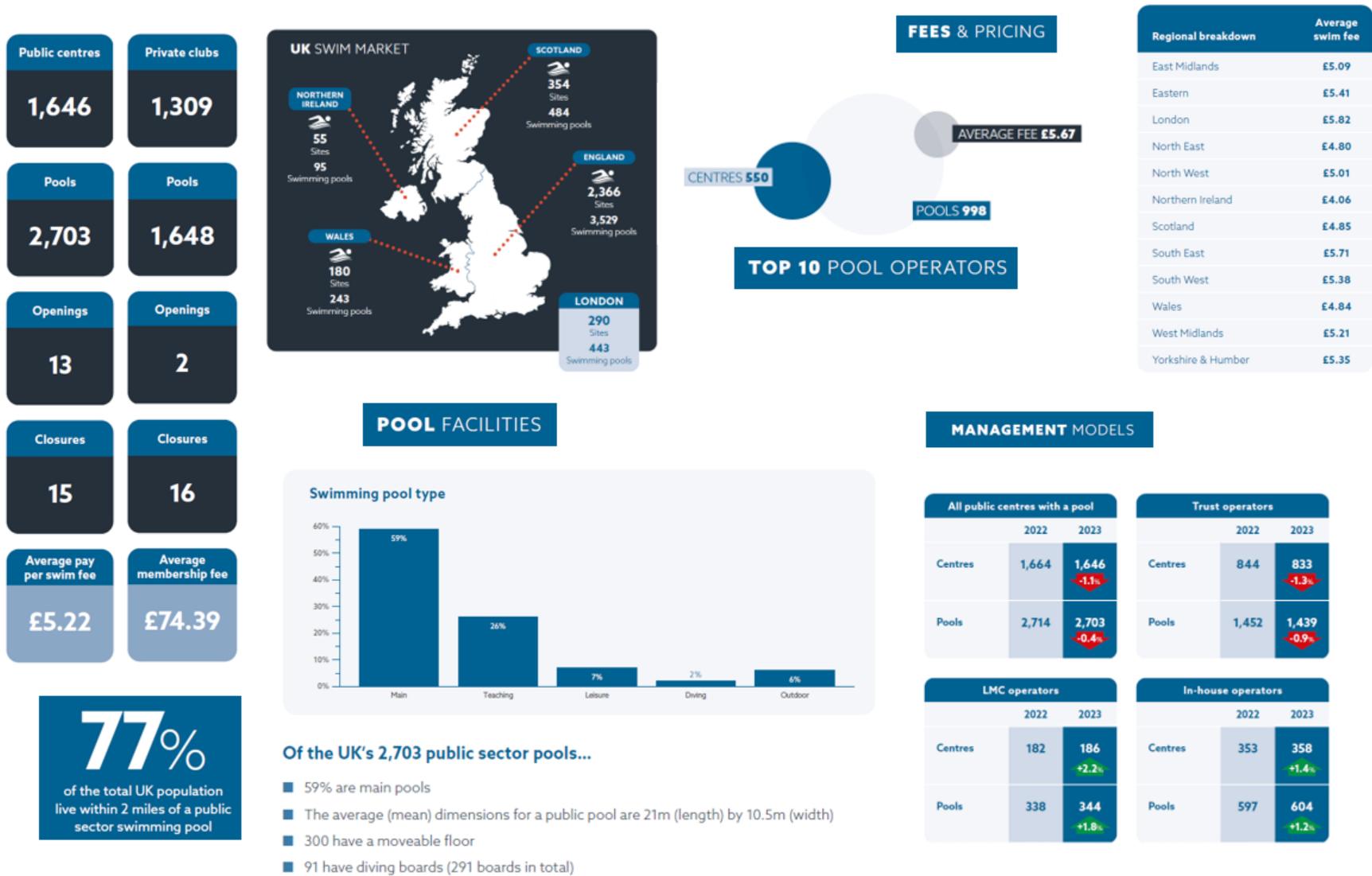
## 6.9 Swimming Pool Assessment

6.9.1 **State of the UK Swimming Industry Report 2023** – The most recent state of the UK Swimming Industry Report key findings are below;

- The average public swim is now over £5 (£5.22) for the first time and marks the largest percentage increase since 2012 (5.9%).
- The top 10 pool operators have 33% of the market share and have a slightly higher average fee of £5.67 (8.6% higher than the UK wide average).
- This year's net loss in swimming pools of two compares to a net loss of four in 2022 and a net loss of six in 2021, indicating pool closures are slowing down.
- 77% of the total UK population live within two miles of a public sector swimming pool.

- Operators are focusing on price, programming, and participation. Operators had to adapt during Covid to manage pool space and users allowing for more meaningful data to drive a more profitable pool programme.

Figure 20 – State of the UK Swimming Industry Report 2023



## 6.10 Supply and Demand Swimming Pools

6.10.1 The overall aims of this FPM modelling work are to assess:

- How the existing supply of swimming pools is meeting demand in 2023.
- The impact that changes to population and new housing developments in the borough up to 2041 have on the demand for swimming pools and its distribution.
- The impact that options to changes in the swimming pool supply have on the demand for swimming pools and its distribution.

6.10.2 The swimming pools that meet the Sport England size requirements for the FPM and are indoor are shown in the table below. The FPM does not include swimming pools less than 20m in length.

**Table 8 – Supply of Swimming Pools in Cheltenham Council Area**

Site	Operation	Facility Type	Dimensions (m)	Area (sqm)	Year Built	Year Refurb	Peak Hours	Total Hours	Capacity (visits in weekly peak period)
Cheltenham College	Educational	6-lane	25 x 13	325	1996		21.5	37	1,165
CLC Sports Centre	Educational	6-lane	25 x 13.7	343	1994		52.5	101	3,001
Dean Close School	Educational	4-lane	25 x 10	250	1971	2004	12.5	17.5	521
Everlast Fitness Club	Commercial	4-lane	20 x 10	200	2006	2010	52.5	98.5	1,750
Leisure at Cheltenham	Public	6-lane	33 x 12.8	422	1971	2008	51	100.5	6,200
		Teaching	23.8 x 9.7	230			42.5	56.5	
		Diving	12.8 x 12.8	164			36	50	
Sandford Parks Lido*	Public	Lido	50 x 27	1,350	1935	2006	36.5	71.5	4,106
St Edward's School	Educational	4-lane	25 x 10	250	1965	2005	33	49	1,375

\* Modelled as 675 sqm to reflect seasonality of opening hours

6.10.3 In both 2023 and 2041 there are nine individual swimming pools across seven sites (one at the public leisure centres Leisure At Cheltenham and Sandford Parks Lido, four at educational and one commercial site) in Cheltenham available for community use. These are shown in the map overleaf.

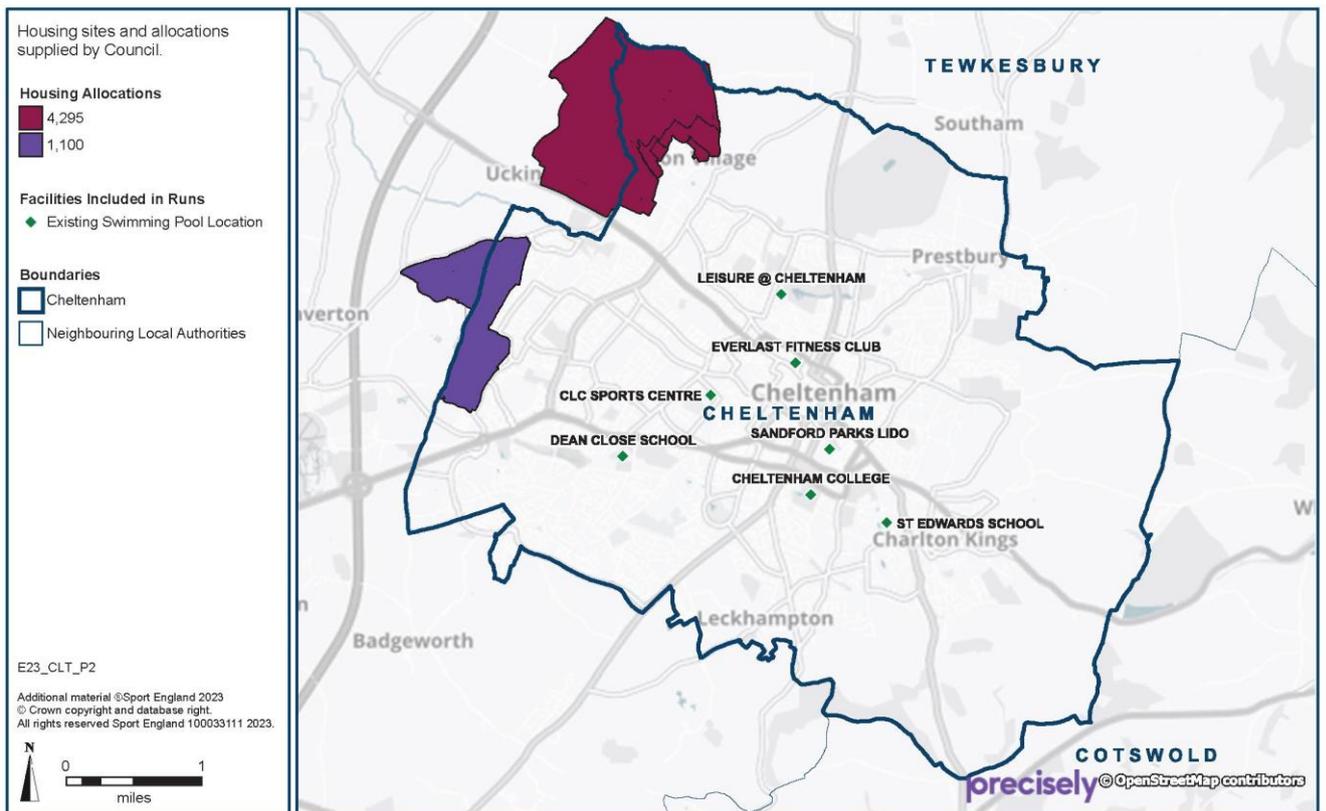
6.10.4 The total water space in the borough is 2,859 sqm of water. This reduces to 2,071 sqm when scaled with the hours available in the weekly peak period and equates to a supply of 18,118 visits per week in the peak period.

6.10.5 When compared to other to other local authorities, Cheltenham has a higher proportion of water space in sqm per 1,000 population than regional and national levels.

Table 9 – Comparison of water space per population to other local authorities

Water Space in sqm per 1,000 Population	Run 1	Run 2
Area	2023	2041
Cheltenham	24	23
Cotswold	16	14
Gloucester	14	13
Tewkesbury	11	9
South West Region	13	12
England	12	11

Map 14 – Location of Swimming Pool Sites Allocated in FPM in relation to Planned Housing Growth Areas in 2041



6.10.6 Swimming pools in Cheltenham are relatively old, with an average age of 46 years in 2023, rising to 64 years in 2041.

6.10.7 The two public sites have an average age of 70 years in 2023 and 88 years in 2041. Sandford Parks Lido was built in 1935 and refurbished in 2006. It is a unique site, with

heritage being a key feature of its attractiveness. Leisure At Cheltenham was built in 1971 and was extensively refurbished in 2008 and again in 2018. As this was some time ago, its attractiveness is reduced in 2023.

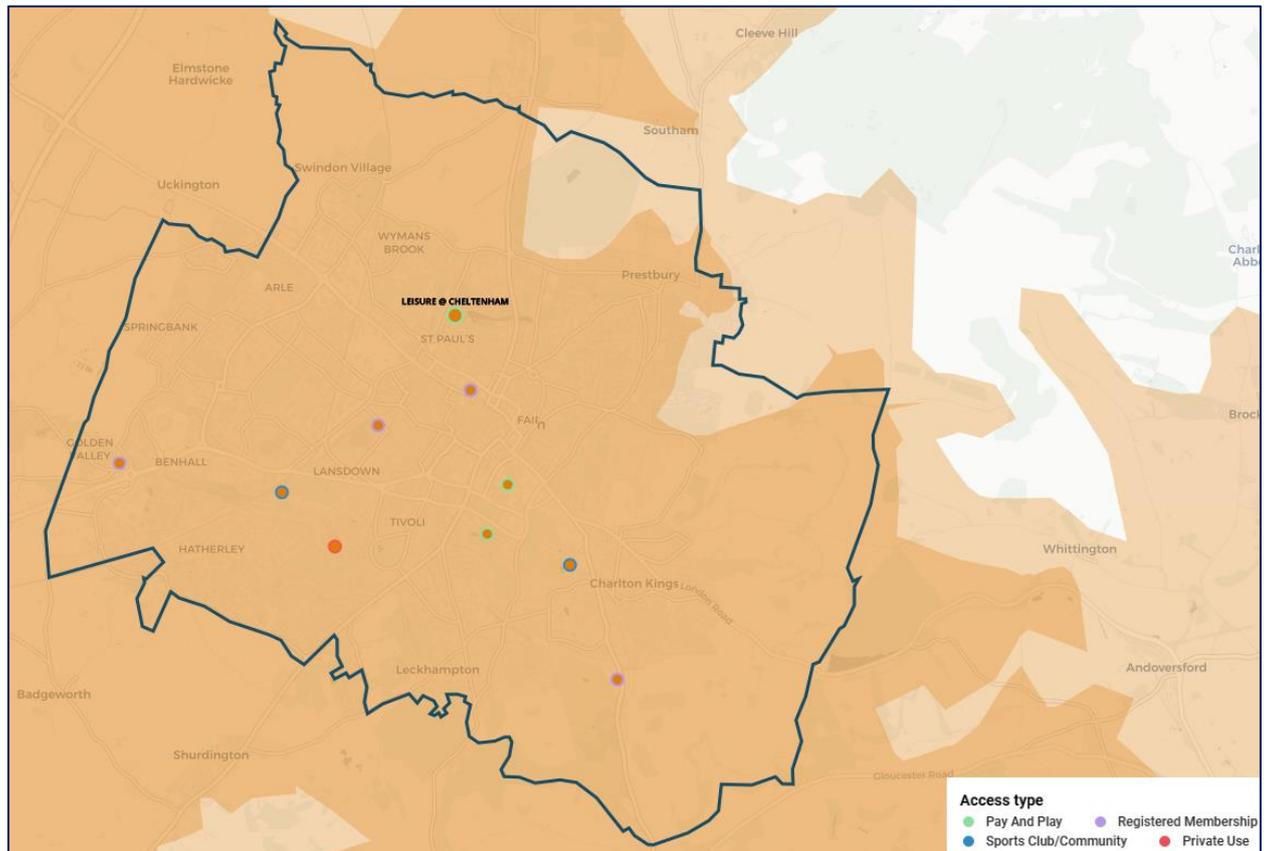
6.10.8 Everlast Fitness Club is the newest swimming pool in the borough, built in 2006, and also the most recent to be refurbished in 2010, and is therefore the most attractive site. The next newest swimming pool sites are Cheltenham College, built in 1996, and CLC Sports Centre, built in 1994.

6.10.9 St Edwards School (built in 1965 and refurbished in 2005) and Dean Close School (built in 1971 and refurbished in 2004) are considered the least attractive facilities as their refurbishments were nearly 20 years ago.

## 6.11 Access to Swimming Pools

6.11.1 The map below shows the geographic distribution of the strategic main swimming pools across Cheltenham Council, with a catchment area for each of 20-minutes' drive time (20-minute drive time private car). The 20-minute drive time catchment area of the existing swimming pools covers the Cheltenham Council area and beyond into neighbouring local authority areas.

Map 15 – Swimming Pools (20-minute Drive Time)



6.11.2 In Cheltenham 19% of the population do not have access to a car. This is lower than the national average of 23% and higher than the regional average of 16% and reflects the more urban nature of the borough.

6.11.3 For these residents, a network of accessible swimming pools is important in order to encourage swimming participation.

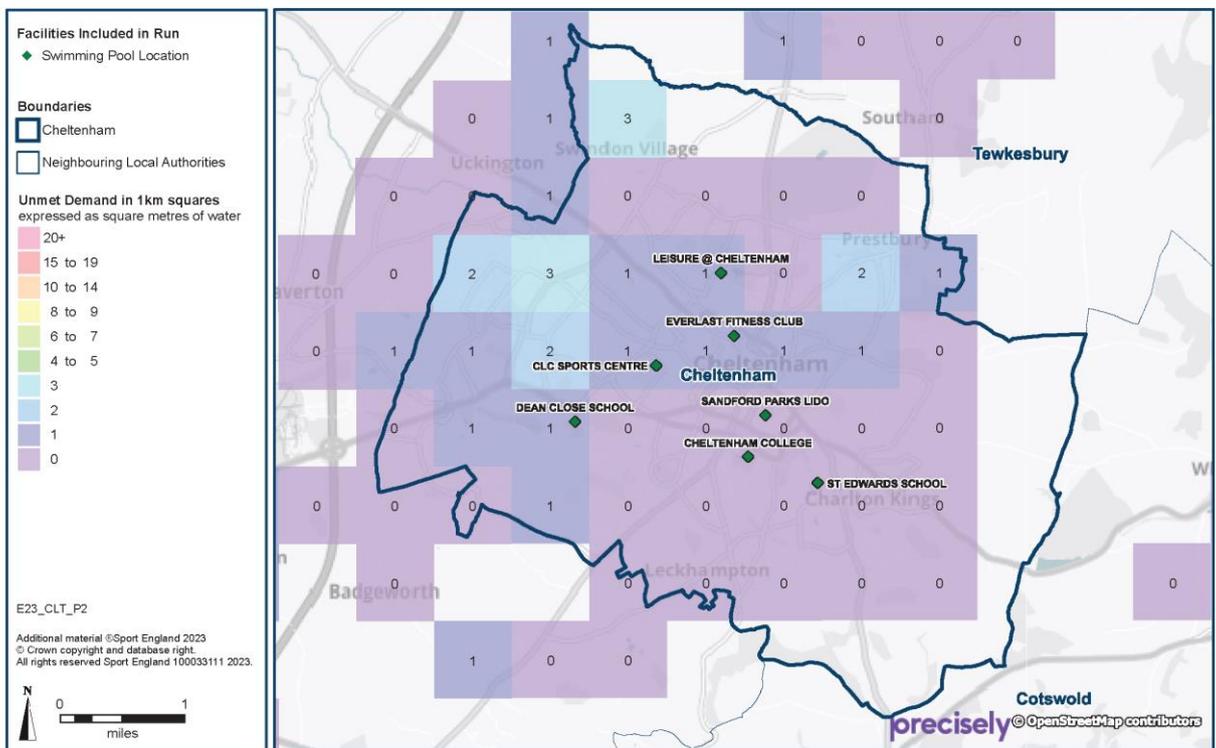
6.11.4 **56% of the borough's residents are within a 20-minute walk of a swimming pool in 2023, reducing to 53% in 2041.**

6.11.5 For the 10% most deprived population, 53% are within a 20-minute walk of a swimming pool in both 2023 and 2041.

6.11.6 The swimming pool sites are within a five-minute walk of a bus stop. Dean Close School and CLC Sports Centre are within a 15-minute walk of a railway station, with CLC being accessible by the off road Honeyborne cycle route.

- 6.11.7 Travel to all swimming pools by bus should be possible, and to some sites by rail. In 2023, 9% of journeys to swimming pools are estimated to be by public transport, increasing to 10% in 2041.
- 6.11.8 Residents in the eastern part of the borough have the least access and are within a 20-minute drive of between five and nine swimming pool sites.
- 6.11.9 In 2023 and 2041, 69% of all journeys to swimming pools are estimated to be by car.
- 6.11.10 Only a very small proportion of residents do not have their demand for swimming pools met. The reason for this unmet demand is residents who live too far from a pool.

Map 16 – Cheltenham Unmet Demand for Swimming in 2041



## 6.12 Swimming Pools – Main FPM Findings

### Facilities Planning Model - What does this mean for leisure provision in Cheltenham?

#### Swimming Pools

- Swimming pool supply is nine pools across seven sites (including Sandford Parks Lido) – of which 38% of water space 788 sqm is unavailable during the weekly peak period.
- Cheltenham has an extensive supply in terms of water space, much higher than surrounding local authority areas, resulting in high levels of imported demand, particularly from Tewkesbury Borough
- Average age of swimming pools is 46 years in 2023 and 64 years in 2041. Most sites have been modernised but refurbishments 15-20 years ago. **Increasing need for modernisation and/or replacement as less attractive to residents by 2041.**
- Cheltenham’s population is projected to increase by 5,539 between 2023 (117,834) and 2041 (123,3730), overall demand barely changes due to changing profile of residents resulting in lower participation levels. Demand increases in northwest of the borough where new housing is located.
- Of the borough’s residents, 56% are within a 20-minute walk of a swimming pool in 2023, reducing to 53% in 2041. 10% most deprived population 53% are within a 20-minute walk of a swimming pool in both 2023 and 2041.
- Unmet demand is low (only 3% in both 2023 and 2041), 32 sqm of water in 2023 and 36 sqm in 2041.** All unmet demand is due to residents being too far from a swimming pool.
- In 2023, the location where most unmet demand can be met is in Arle, at 33 sqm of water. In 2041, with new housing developments in northwest of the borough and increases in demand in the other local authorities, reachable unmet demand is highest near Uckington, in Tewkesbury Borough and Swindon Village, at 58 sqm of water. **This is insufficient to justify new swimming pool provision.**
- In 2023 and 2041, **97%** of Cheltenham’s demand for swimming is met. This is very high level of demand and greater than other nearby local authorities & nationally.

% of Total Demand Satisfied	Run 1	Run 2
Area	2023	2041
Cheltenham	97%	97%
Cotswold	89%	89%
Gloucester	94%	93%
Tewkesbury	92%	92%
South West Region	90%	90%
England	91%	90%

- 95% of Cheltenham’s satisfied demand is met at swimming pools within the borough. In 2023 and 2041 only 5% is met at pools in other local authority areas.
- Consultation with Swim England and swimming clubs suggested more pool time for the clubs is required or desirable? – look at wording in existing facilities

### 6.13 Health & Fitness Facilities

6.13.1 A fitness station is a piece of static fitness equipment; health and fitness centres, with over 20 stations are generally able to make a more attractive offer to both members and pay and play users.

#### 6.13.2 State of the UK Fitness Industry Report 2023

6.13.3 The key findings from the Leisure Database 2023 report for public gyms are set out below and shown in the infographic overleaf.

6.13.4 Overall, the UK health and fitness industry continues to bounce back following the impact of Covid-19. Despite the number of gyms falling slightly, there are now more members than in 2022, while market value has reached an all-time high.

# UK PUBLIC GYMS

**Private Clubs**  
**4,460**

**Public Gyms**  
**2,538**

**Members**  
**6.98 m**

**Members**  
**3.30 m**

**Market Value**  
**£4.04 bn**

**Market Value**  
**£1.35 bn**

**Average Fee**  
**£44.92**

**Average Fee**  
**£31.07**

**Penetration Rate**  
**10.2%**

**Penetration Rate**  
**4.9%**

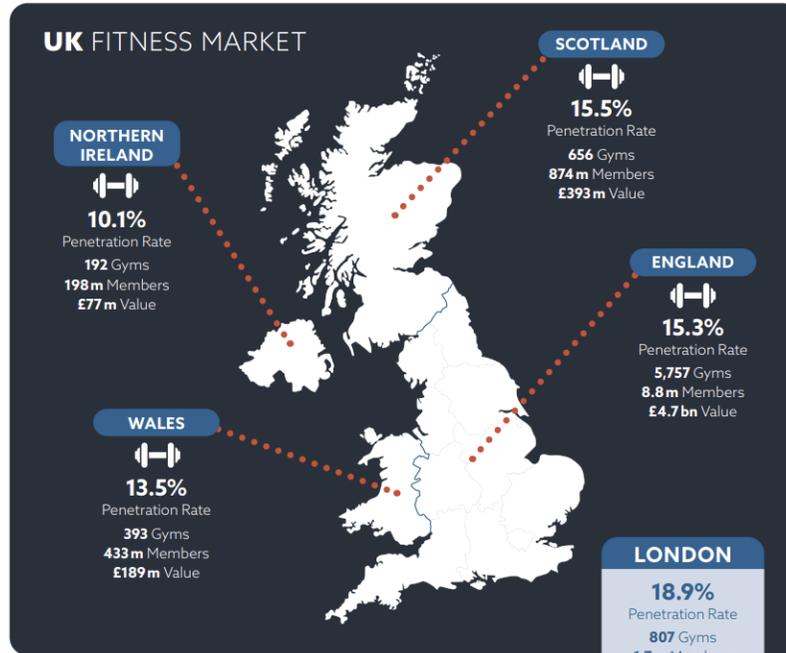
## UK Average Membership = 1,301

It ranges from:  
**908**  
in Wales (30% below UK average) to  
**1,857**  
in London (43% above UK average)

## UK Average Fee = £31.07

It ranges from:  
**£26.99**  
in Northern Ireland (13% below UK average) to  
**£35.50**  
in London (14% above UK average)

The last 12 months have seen the number of public sector gyms fall by 2.6%, but member numbers are up 3% and market value 3.5%.



TOP 10 OPERATORS		
	2022	2023
Gyms	744	747 <span>0.4%</span>
Members	1.08 m	1.21 m <span>12.2%</span>
Market Value	£454 m	£528 m <span>16.4%</span>

TRUST OPERATORS		
	2022	2023
Gyms	1,191	1,167 <span>2.0%</span>
Members	1.58 m	1.57 m <span>0.7%</span>
Market Value	£676 m	£685 m <span>1.4%</span>

LMC OPERATORS		
	2022	2023
Gyms	231	233 <span>0.9%</span>
Members	399 k	512 k <span>28.3%</span>
Market Value	£154 m	£204 m <span>32.8%</span>

IN-HOUSE OPERATORS		
	2022	2023
Gyms	485	484 <span>0.2%</span>
Members	620 k	613 k <span>1.1%</span>
Market Value	£229 m	£227 m <span>1.2%</span>

### LONDON INSIGHT 2022

- 10% of gyms
- 13% of members
- 14% of market value

Over **400,000** members

**4.5%** penetration rate

**1 in 22 people** in London is a member of a public gym

### LONDON INSIGHT 2023

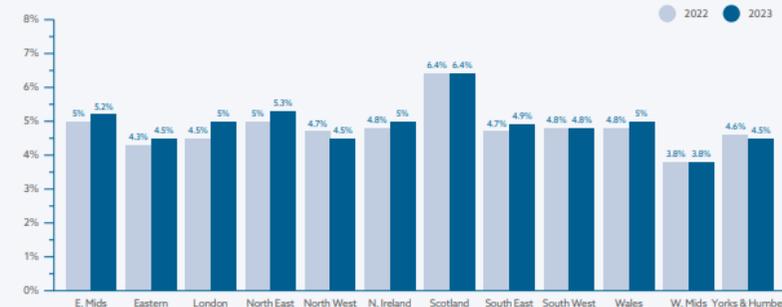
- 10% of gyms
- 14% of members
- 15% of market value

Over **450,000** members

**5%** penetration rate

**1 in 20 people** in London is a member of a public gym

### Regional Penetration Rate: 2022 / 2023



### Since April 2022

	Gyms	Members	Market Value
<b>Openings</b>	24	44 k	£19 m
<b>Closures</b>	37	31 k	£11 m

**Net loss of 13 gyms**

### CLOSED GYM CHARACTERISTICS

- 30% Top 10 Operator
- 62% Dry
- 38% Wet

6.13.5 The supply analysis taken from Sport England Active Power database of fitness facilities identifies that, overall, there are 1,194 fitness stations or more out of a total of 19 health and fitness facilities identified in the audit. Of these; three facilities are pay & play (60 stations), 10 registered members (959 stations) and five private (80 stations). Leisure At Cheltenham is pay and play and membership (c.95 stations).

6.13.6 All fitness suite facilities require some form of payment/membership payment before use and an induction is required.

6.13.7 The supply of health and fitness facilities across Cheltenham Council and providing pay and play or registered membership are shown in the table below.

**Table 10 – Supply of Health and Fitness Facilities Offering Fitness Stations with Community Access – Cheltenham Council Area**

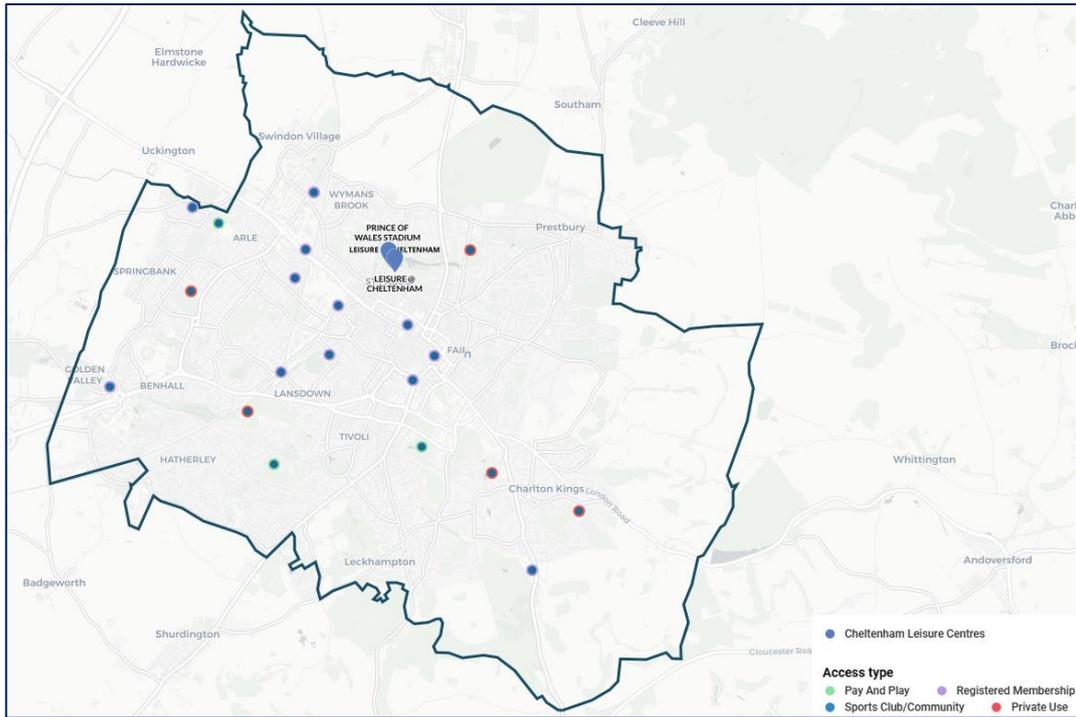
Facility	Nos. of fitness stations
<b>Pay and play</b>	
ALL SAINTS ACADEMY (CHELTENHAM)	25
BOURNSIDE SPORTS CENTRE	14
CHELTENHAM COLLEGE	21
<b>Registered membership</b>	
CLC SPORTS CENTRE	80
ENERGIE FITNESS (CHELTENHAM)	100
EVERLAST GYMS (CHELTENHAM)	118
JUVENATE (CHELTENHAM)	21
JD GYM	250
RESET GYM & THERAPY ROOMS	14
SIMPLY GYM (CHELTENHAM)	205
THE CLUB AND SPA AT THE CHELTENHAM PARK HOTEL	36
THE GYM GROUP (CHELTENHAM)	120
YMCA CHELTENHAM SPORTS CENTRE	15
<b>Pay &amp; Play / Membership</b>	
LEISURE AT CHELTENHAM	95
<b>Total fitness stations</b>	<b>1,114</b>

6.13.8 One facility is owned by Cheltenham Council – Leisure At Cheltenham.

6.13.9 The private sector and education sector plays a significant role in providing gym and fitness facilities in the borough with nine gyms on education sites (five of which are private), eight commercial sites and one community organisation (YMCA).

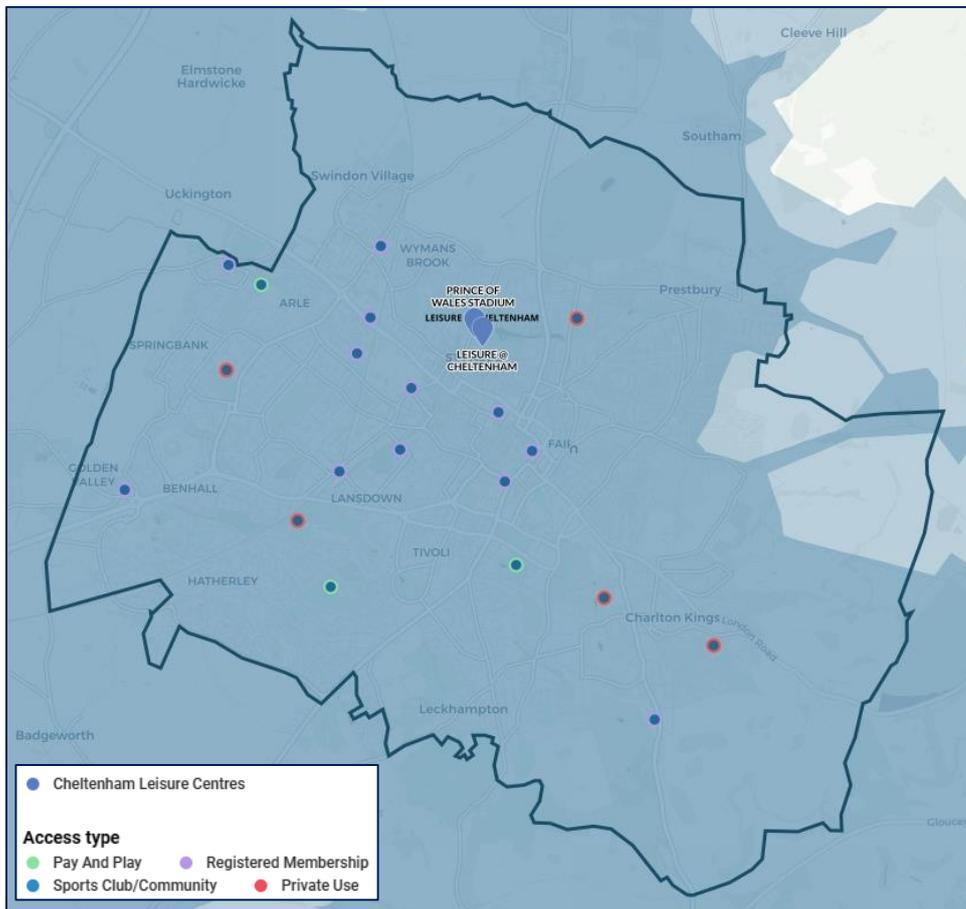
6.13.10 Cheltenham health and fitness facility locations are provided in map below.

Map 17 – Cheltenham Health and Fitness Facilities



6.13.11 All the borough can reach a fitness facility within a 20 minute drive time.

Map 18 – Cheltenham Health and Fitness Facilities 20-minute Drive Time



#### 6.14 Latent Demand for Fitness Memberships

6.14.1 A latent demand report for fitness was commissioned from The Leisure Database Company for Leisure At Cheltenham. As the only Council owned leisure centre, this will help inform CBC of the potential growth in membership and future investment opportunities.

6.14.2 Knowing the membership demand will help to gauge increased levels of fitness stations required in the future. Any new proposed fitness facility should also subject to a business case to ensure financial viability.

6.14.3 The latent demand was based on the assumption that there will be investment into the site either as a refurb or major investment.

6.14.4 Just over 34k people live within a mile of the site and this rises to almost 94k in two miles. Of the 94k people in this two mile radius, 78,976 are adults aged 15+

6.14.5 The estimated overall demand for fitness at Leisure At Cheltenham is 3,107. This includes allowance for 30% of the total to travel from outside the catchment area and some negative consideration for the competition in the area (including the new JD Gyms which opened in Aug 2023).

6.14.6 Based on current 2,200 adult (15 yrs+) fitness members the report highlights a potential increase of **907 members**.

6.14.7 The table below shows the total demand against the current number of fitness stations and the benchmark of members per station. Across the industry a benchmark of circa 25 - 30 members per station is considered optimal, a higher figure would suggest there could be capacity issues at peak times.

**Table 11 – Projected Total Demand for Fitness – Members per Station**

Leisure Facility	Projected Total Demand for Fitness	Current Number Stations	Members per station if total demand achieved
Leisure At Cheltenham	3,107	95	33

6.14.8 This table suggests that there is insufficient capacity within the gym to accommodate the projected total demand. Whilst it is possible to manage a gym facility at these levels, it will be important to ensure that programming supports peak usage times and that there is a strong group exercise programme to reduce the demand on the gym.

6.14.9 The full latent demand report can be found in [Appendix 11](#)

### Latent Demand Modelling – What does this mean for leisure provision in Cheltenham?

- There is the potential for growth in the fitness membership base of 907 members at Leisure At Cheltenham.
- The existing gym facilities are insufficient to support the total demand projected.
- Consequently, increasing the size of the gym facilities at Leisure At Cheltenham could be considered to reach the potential growth in fitness members.

#### 6.15 Athletics Tracks

6.15.1 England Athletics is the membership and development body for grass roots athletics and running clubs in England.

6.15.2 In May 2021, following extensive consultation with a multitude of stakeholders across the sport, they launched a strategic plan for **2021-2042: Athletes and runners at the heart – creating opportunities, enhancing experiences, and powering potential.**

6.15.3 This strategy ensures a robust and clearly defined future direction for our sport which places athletes and runners at the heart of everything we will do over the 12-year period to 2042.

6.15.4 **The purpose** – to inspire more athletes and runners of all abilities and backgrounds to fulfil their potential and to have a lifelong love for the sport.

6.15.5 **The vision** – for athletics and running to become an inclusive sport where everyone belongs and can flourish.

6.15.6 **Key focus areas** – at the heart of this plan, and the focal point for everything that England Athletics do, are the people and communities involved in athletics across the following five key areas:

- Clubs, Club Leaders, and facilities.
- Competition
- Coaches and Officials
- Participation: young people and running
- Talented athletes

6.15.7 The above five key focus areas from England Athletics Strategy 2021 – 2032 are identified in the England Athletics infographic below.

Figure 21 – England Athletics Strategy 2021 – 2032 Key focus areas

ENGLAND ATHLETICS STRATEGY 2021-2032



# Key focus areas

At the heart of our strategic plan, and the focal point for everything we do, are the people and communities involved in our sport across five key areas:



6.15.8 England Athletics has adopted UK Athletics' (UKA) hierarchy of facilities:

Figure 22 – UK Athletics facilities hierarchy

Participant/Athlete Level	Venue Level	Competition Permit	Track Certification Level
National representative/ funded athletes	INTERNATIONAL VENUE	Level 5	IAAF
Country / Regional representative Athlete	NATIONAL VENUE	Level 2,3,4	UKA Competition Certificate OR IAAF Class 1 or 2
Club Athlete	COMPETITION VENUE	Level 2,3	UKA Competition Certificate
	CLUB TRAINING VENUE	Level 1	Not required
Novice Recreational	COMPACT ATHLETICS FACILITY	No permit required	Not required

6.15.9 UKA hierarchy of facilities supports participant/athlete pathways and aligns with the UKA Athlete development model.

6.15.10 Full details of facilities expected for different levels of competitions can be found in [Appendix 12](#). These are summarised in the table below:

**Table 12 – Athletic Facility Types**

Athletic Facility	Description
<b>Compact</b>	A new generation of affordable and sustainable satellite athletics facilities that provide a stepping stone into club venues
<b>Club Venues</b>	Track and field facilities that have a strong anchor club membership and can provide appropriate training and competition opportunities
<b>Regional Competition Venues</b>	UKA certified competition facilities with a strong anchor performance club, capable of hosting a high level of competition
<b>National Competition Venues</b>	UKA/IAAF certified competition facilities capable of hosting the highest level of domestic competitions
<b>International Competition Venues</b>	UKA/IAAF certified competition facilities capable of hosting world class competitions

6.15.11 All licensed competitions must take place in a venue which is fully TrackMark accredited [Trackmark | UK Athletics](#)

6.15.12 TrackMark was introduced in 2018 and is a UKA quality assurance scheme for track and field athletics facilities. TrackMark is split into six units that can be completed for the units relevant for each facility. They are:

- **Unit 1 – Track:** track layout, track surface condition
- **Unit 2 – Field:** throws and jumps facilities, field layout, safety equipment, disability provision
- **Unit 3 – Ancillary:** changing rooms, toilets, car parking, storage, clubroom/social areas, multi-purpose rooms, disability access
- **Unit 4 – Operations:** Staff/volunteer training, maintenance/inspection regimes
- **Unit 5 – Floodlighting:** track and/or field lighting plan and lux levels
- **Unit 6 – Competition:** spectator seating, PA system, competition equipment, warm up areas, photo finish

6.15.13 The difference between the competition level licensing is:

- Level 1 – majority of competitions in England are level 1 licence. They don't require TrackMark unit 6 (competition facilities) as does level 2.
- Level 2 – enhanced level of licence linked with World Athletics permit so that athletes can qualify for national selection so facilities that can record performances required. This means that a facility must have a UKA approved track and field measurement and levels survey.

6.15.14 England Athletics Facilities Strategy 2018-2025 facility development priorities are;

6.15.15 **Key Facilities Priority 1** – Ensure that the allocation of resources to new and existing track and field facilities is prioritised to those that have the greatest potential to impact positively on general participation, club membership growth and retention, and improved personal performance. To support this priority England Athletics will:

- Encourage all tracks to seek accreditation through TrackMark
- Help venues to identify the level in the Hierarchy of Facilities that is most appropriate for them and support clubs and operators seeking to raise funding to maintain facilities at that level
- Prioritise new track and field facilities within multi-sport hubs
- Seek to be actively involved in the development of local planning policies wherever possible
- Support new 200m indoor tracks and indoor athletics training facilities where there is a proven demand and a clear geographical gap in supply

6.15.16 **Key Facilities Priority 2** – Actively encourage athletics and running facilities to be used to their fullest possible extent by the sport and by all sections of the community in order to maximise viability. To support this priority England Athletics will:

- Support athletics clubs in discussions with facility operators and local authorities over the use of the track infield for other pitch sports and collate examples of good practice and design guidance
- Support clubs and groups to ensure the facilities they use for athletics activity are accessible to all
- Help clubs to develop a strong partnership with facility owners/operators and will share examples of good practice
- Provide advice and guidance to clubs actively pursuing an asset transfer
- Help athletics and running clubs to become more professional and sustainable in how they operate
- Encourage new partnerships between athletics clubs and schools that have available indoor facilities

6.15.17 **Key Facilities Priority 3** – Encourage innovative approaches to the location and design of facilities for individual components of the sport in order to increase reach and create sustainability and viability. To support this priority England Athletics will:

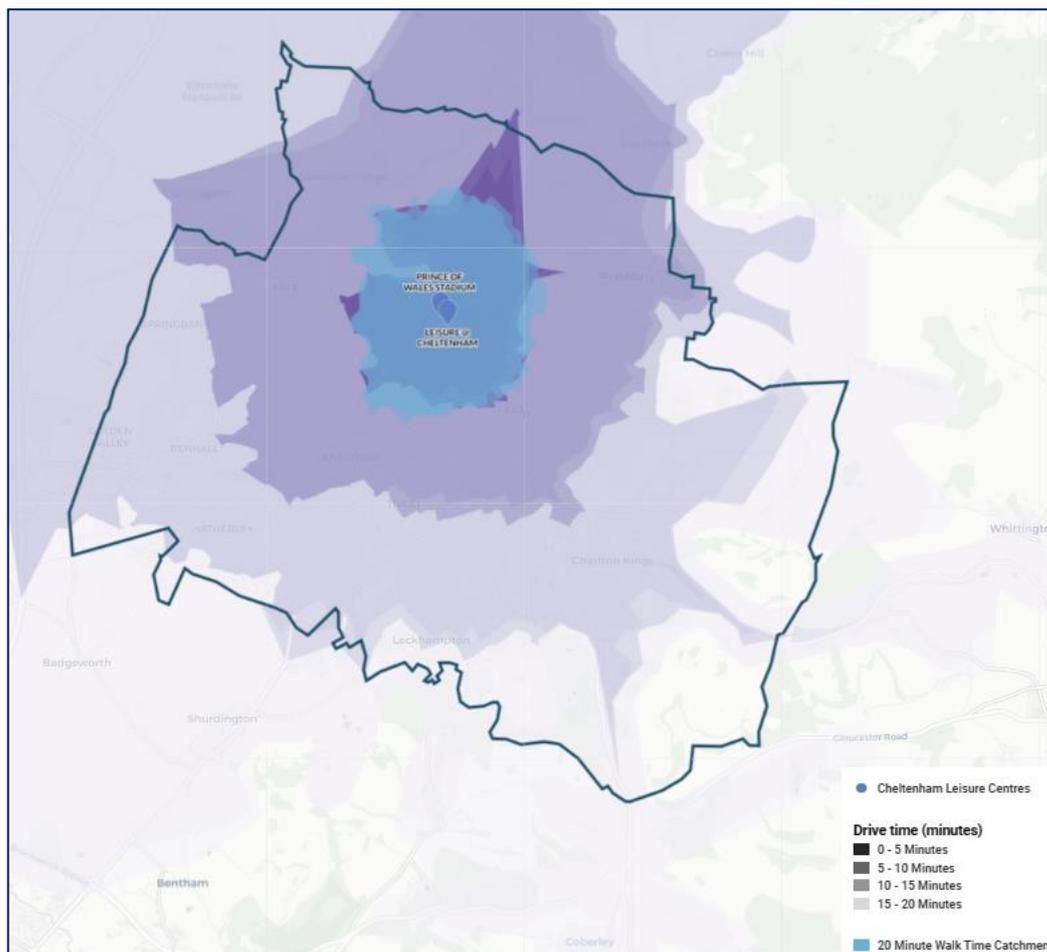
- Expect all new and refurbished floodlight schemes to deliver a minimum of 100lux across the whole of the track and the infield
- Support clubs in exploring options for improved environmental sustainability and will share examples of good practice
- Support the development of MiniTracks / Compact athletics facilities where there is a viable business case based
- Consider supporting facility innovations involving non-standard track shapes, designs and uses providing they are backed by a sound business case
- Continue to lobby bodies with an influence over urban design, to ensure that the needs of runners are considered alongside those of cyclists and pedestrians
- Continue to lobby for the free use of public parks and open spaces by runners and voluntary running groups
- Assist road running clubs that are looking for somewhere to meet, by introducing them to sports clubs in their area that have suitable facilities

6.15.18 Supply

6.15.19 There is one main public athletics facility in Cheltenham based at Prince of Wales Stadium which is owned by the Council. The six oval lane, eight straight lane synthetic track was built in 1979 and refurbished in 2012 (changing rooms refurbished in 2007). The site is floodlight and used all year round with spectator seating and parking. It is situated next to rugby pitches and co-located across the road from leisure At Cheltenham. It has been used to host level 2 licenced competitions.

6.15.20 The 20-minute drive catchment for the stadium covers most of Cheltenham apart from the south east and southern corners. People are likely to travel further than 20 minutes to take part in athletic competitions.

Map 19 – Cheltenham Athletics Track – 20-Minute Drive & Walk Time Catchment



6.15.21 There is also a compact outdoor six lane track at All Saints Academy, but this is for private use.

6.15.22 The only other outdoor athletics track in Gloucestershire open for community use is the Blackbridge Jubilee Athletics Track, Gloucester. Built in 1993 (refurbished in 2012) this is a six oval lane, eight straight lane synthetic track. The track is floodlit and available for sports club / community association use Monday – Friday 17:00-20:00. It is home to Gloucester Athletic Club and is approximately 11 miles (28 minutes’ drive) from the Prince of Wales Stadium.

6.15.23 Demand

6.15.24 Consultation with athletics clubs in Cheltenham, as well as England Athletics has informed the demand for athletics in the Borough.

6.15.25 Prince of Wales Stadium athletics track is used by three clubs; Cheltenham and County Harriers, Almost Athletics and CLC Striders. All the clubs commented that the track needs replacing as it is poor and does not meet England Athletics standards required to run competitions. TrackMark status is fail overall due to the track requiring a full resurface, however the cage, field, floodlights and competition facilities meet the required standards. Improved disability access was also highlighted particularly by

Cheltenham and County Harriers who would like to develop their provision for para-athletes.

6.15.26 Cheltenham and County Harriers and Almost Athletes both have in excess of 300 members.

6.15.27 Consultation with England Athletics confirmed that their main focus for Cheltenham is to *“support the local authority and operator (Leisure At Cheltenham) to leverage funding to resurface the track at the Prince of Wales Athletics Stadium and secure the long term future of this important site.”*

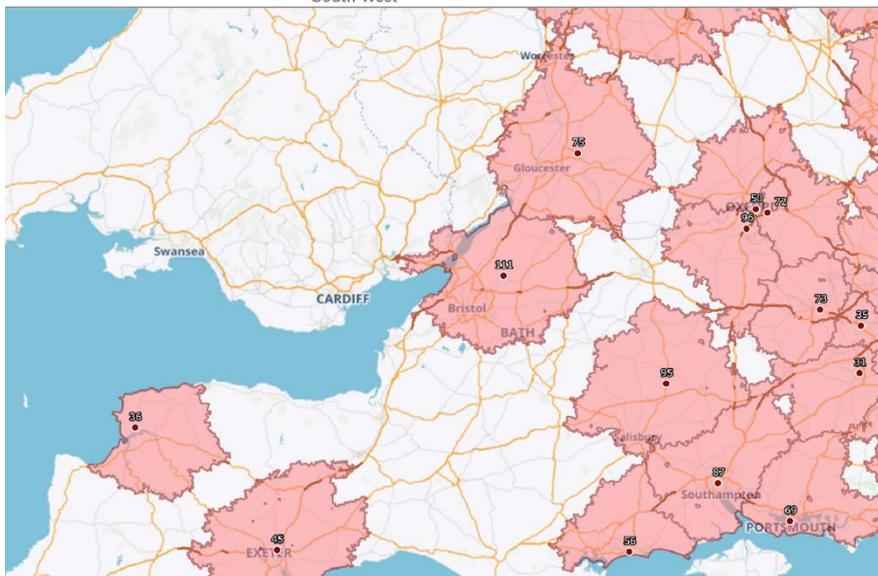
6.15.28 England Athletics identified The Prince of Wales Stadium as a key training and competition venue both locally and regionally and has, in the past hosted up to 8 licensed events per year (a typical competition facility in England averages 4 events a year).

6.15.29 England Athletics/UK Athletics confirmed they do not have a specific capital programme for facility development. However, the Prince of Wales Stadium is identified as a venue of strategic importance in the Southwest region and as such EA/UKA will support the local authority, operator and stakeholders in leveraging capital investment to resurface the track surface and protect its long term future.

6.15.30 The map below shows outdoor level 2 licenced competition facilities within a 40 minute drive time catchment and the catchment of Prince of Wales Stadium (nos.75).

Map 20 – England Athletics Level 2 Licences Competition facilities – 40 minute drive time

Outdoor Level 2 Competition Facilities - 40-Minute Drive Time Coverage  
South West



**Key:**

- 36 Branton North Devon Track
- 45 Exeter Arena
- 56 Kings Park Athletic Track
- 75 Prince Of Wales Stadium
- 95 Tidworth Oval
- 111 Yate Outdoor Sports Complex

## 6.16 Bowls (Indoor & Outdoor)

### 6.16.1 Indoor Bowls

6.16.2 An indoor bowls facility comprises several indoor rinks (usually a minimum of three rinks). Indoor bowls is a more specialist sport and tends to be used by bowlers who play outside in the summer, to practise and compete during the winter months.

6.16.3 There are no purpose-built indoor bowls sites within the Cheltenham Council area.

6.16.4 Following consultation with the NGB, England Indoor Bowls Association, they stated that there are two indoor bowls sites in adjoining local authority areas within recommended drive-time of 30 Minutes - GL1 Leisure Centre (Gloucester) & Mid Glos Indoor Bowls Club (Brockworth). These two named sites can cater for participants from Cheltenham for the foreseeable future so no additional indoor bowling facility is required in Cheltenham.

6.16.5 The England Indoor Bowls Association guidance for indoor bowls facilities is:

- Assume most users will live locally and not travel more than 20 minutes.
- Assume 90% of users will travel by car, with the remainder on foot.
- Demand is calculated as one rink per 14,000-17,000 of total population. A six-rink green, therefore, is required for a population of 85,000-100,000.
- The number of rinks required can be related to the estimated number of members: assume 80-100 members per rink.

### 6.17 Outdoor Bowls

6.17.1 Bowls England is responsible for governance administration and promotion of Flat Green Lawn Bowls in England. It was formed in 2008 following a unification of the English Bowling Association (EBA) and English Women's Bowling Association (EWBA).

6.17.2 The 2021-26 England Bowls Strategy 'Fit for the Future' frames a new and exciting course for the sport. England Bowls believe it will:

- Unite the sport behind a compelling vision, creating a sense of belonging and source of inspiration for its volunteers.
- Guide the staff team's activity allowing it to better allocate resources to the areas that matter most.
- Help put issues and problems into a broader context, engendering a can-do, optimistic culture.
- Build confidence and enthusiasm amongst current partners and act as a catalyst to forge new relationships.
- Enable it to articulate with one voice why those outside its sport should care.

6.17.3 The five-year plan, launched in August 2021, is designed with the goal of getting more people playing and enjoying bowls.

6.17.4 It sets out our vision for the sport, how it plans to achieve its objectives and what success looks like in 2026. The priorities that will get England Bowls to its target of One Million Bowls Experiences by 2026 are:

- Building the brand of bowls by increasing focus on international & top domestic bowls and utilising opportunities such as Birmingham 2022 to achieve larger media coverage.
- Ensuring the sport is truly accessible to all by offering different formats of the game which suit all time constraints, as well as driving more people to clubs in new ways.
- Creating positive playing experiences for everyone who steps on the green, both for casual and competitive players, as well as growing our events calendar and introducing a Performance Pathway
- Putting volunteers first, as the lifeblood of our sport, by increasing our support for clubs in order to empower them to thrive.
- Leading the sport with purpose by developing our Governance structures, diversifying our revenue streams, and work collaboratively with all the sport’s key stakeholders.

6.17.5 There are three outdoor bowling sites and clubs within the Cheltenham Council area;

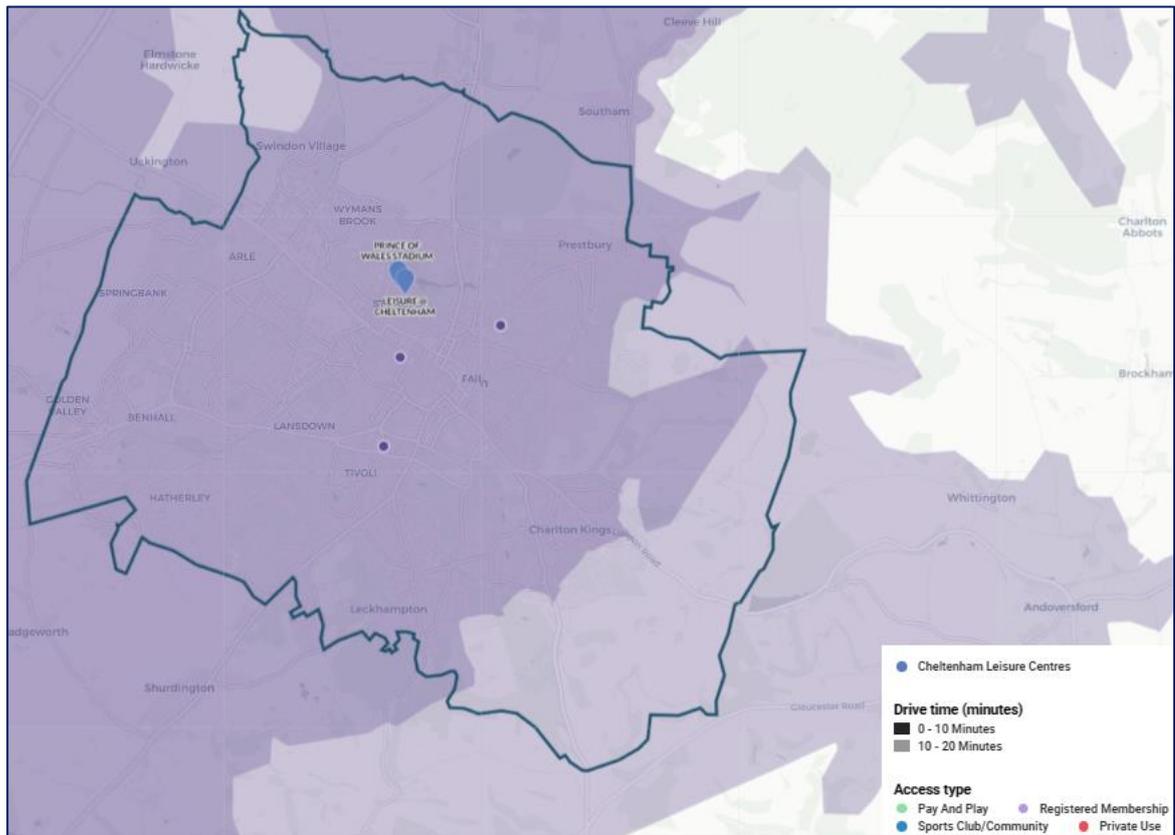
Table 13 – Outdoor Bowling Clubs

Bowling Club	Members	Competition level	Quality of Facility	Bowling Greens	Other Facilities
Cheltenham Whaddon Bowling Club The Pavillion, Whaddon Road  Founded 1927 (Affiliated 12020)	70-80 members which has increased in last 5 years through regular open days and tester sessions and reduced subscription in first year for people new to bowling	Mostly interclub matches and competitions, occasional use by the County teams (Men & Women) for their matches  Club for County to use club for final rounds of County competitions. No development needs, as our club would be too small to host any higher level bowls events	Good	1 green	Clubhouse Skittle alley  Used funding to install disabled toilet and an outdoor shelter for spectators and players
Cheltenham Spa Bowling Club The Green, St.George’s Square  Founded 1924 (Affiliated 12019)	81 members which has stayed about same in last five years	Men’s Ladies, mixed club, county and national competitions	Good	1 green	Club plays internal competitions and external fixtures both friendly and league. There are also some intercounty fixtures played at the club each year
Cheltenham Bowling Club Ashburne Bowling Green, Suffolk Square  Founded 1883 (Affiliated 12018)	160 full members, men & women which has increased in the last five years	Members play in Club, County and National competitions	Good  Club considering increasing storage space and increasing capacity of	2 greens	Pavilion with bar, kitchen, meeting rooms, short mat and snooker tables

Bowling Club	Members	Competition level	Quality of Facility	Bowling Greens	Other Facilities
			premises for our members		
<b>Total greens</b>				<b>4</b>	

6.17.6 The map below shows that all the outdoor bowling facilities are within a 20-minute drive time.

Map 21 – Location of Outdoor Bowling and 20-minute Drive Time Catchments – Cheltenham Council Area



6.17.7 In summary

- There are four bowling greens in Cheltenham provided across three sites
- All greens in Cheltenham are good quality
- There are three clubs in Cheltenham accessing four greens
- Membership across these clubs is approximately 310 playing members

6.17.8 Although Bowls England has noted a decline in membership rates since its inception in 2008, Clubs in Cheltenham Borough are generally healthy, with memberships reported to be steady but aging in many cases.

6.17.9 There are no sites or club changes since the 2017 PPS.

- 6.17.10 Future demand patterns are likely to be like current levels, based on participation trends. Sport England Active Lives survey suggests 1% of the population participated in flat green bowls activities in 2021/2022.
- 6.17.11 The Census 2021 identifies the Cheltenham borough population to be 118,800. 1% of the population equates to 1,188 persons participating in flat green bowls. This is 878 higher than the 310 membership identified in the study. This could be down to casual players participating in come and try sessions etc.
- 6.17.12 Higher population projections (5,539 population increased by 2041) will create a requirement for 1% additional capacity by 2041. This equates to approximately 55 additional bowls players. Spare capacity at the existing bowls facilities will be able to accommodate all additional future demand. Based on the 3 clubs across Cheltenham Borough this equates to 18 new members each by 2041.
- 6.17.13 There will be a need to ensure that bowls clubhouses can accommodate the additional demand.
- 6.17.14 It is also recommended that Bowls England work with Clubs to encourage improved awareness of facilities and that Clubs are well linked to participation programmes and support with marketing.

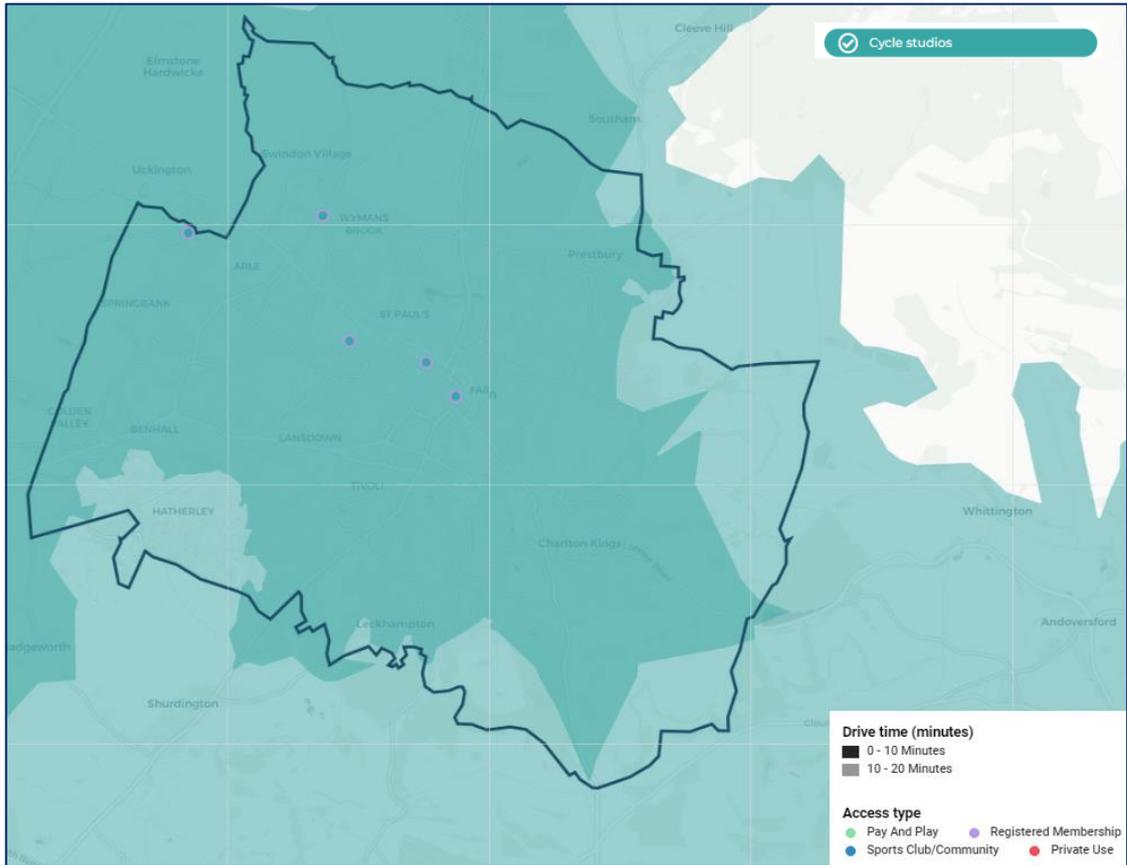
## 6.18 Cycle Facilities

- 6.18.1 There are no indoor velodromes in Cheltenham.
- 6.18.2 There are five indoor cycle spin studios with Cheltenham at;
- Everlast Gyms (Cheltenham)
  - Simply Gym
  - Energie Fitness Cheltenham
  - Welcome Gym Cheltenham
  - Leisure At Cheltenham
- 6.18.3 There is no specific methodology for assessing the current and future need for cycle studios.
- 6.18.4 The location of spin studios and the 20-minute drive time catchments is shown in the map overleaf. As can be seen, all cycle studios in Cheltenham are within a 20-minute drive time.
- 6.18.5 The second map shows the national cycle route that transverses the west of the borough providing an opportunity for outdoor cycling and new routes being delivered by Gloucestershire County Council in Cheltenham to support active travel, including new cycle lanes.
- 6.18.6 Whilst there are several popular cycling clubs in Cheltenham, following consultation with NGB **British Cycling** they identified only one affiliated club (Cheltenham Town Wheelers) in the Council area which also runs an accredited Go-Ride Club (a national programme for young people) with a large junior section and volunteers, plus a popular junior cyclo-cross programme. There are no barriers that affect this local club.

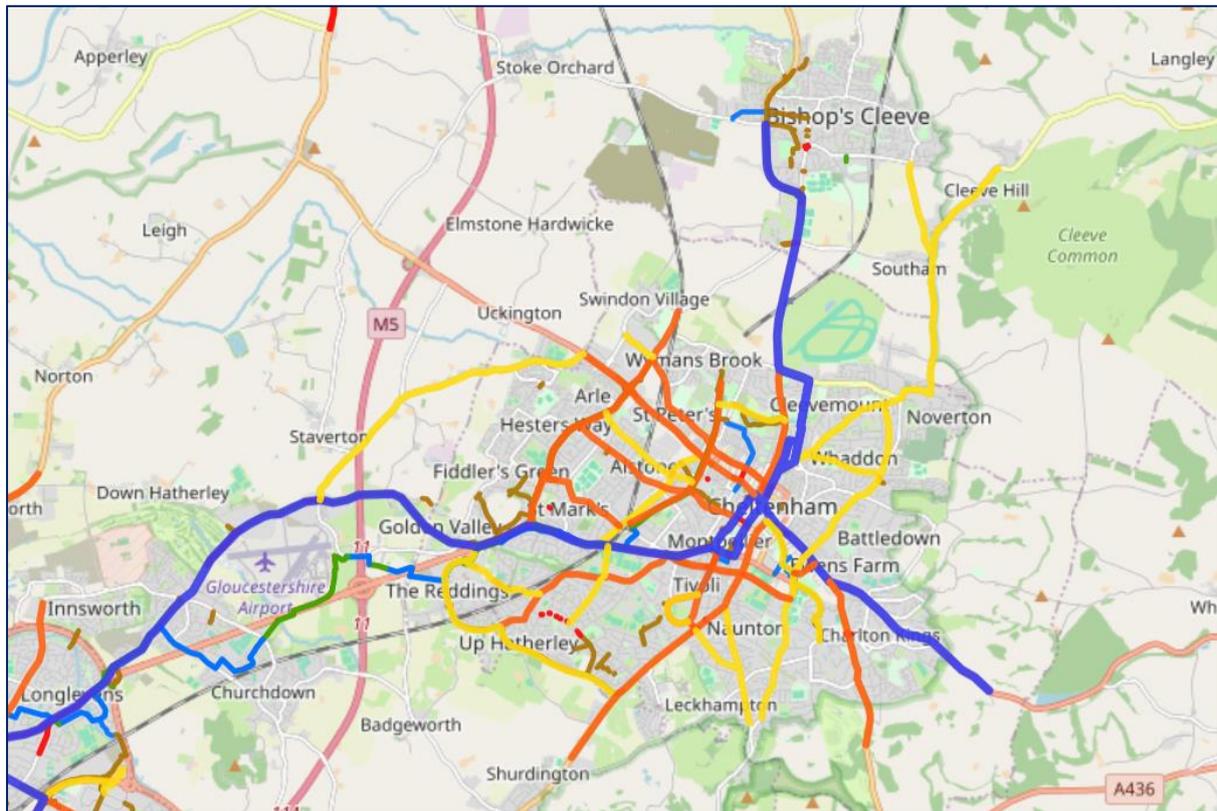
British Cycling recommends dialogue with club and Council to discuss future facility needs so the club can continue to expand.

- 6.18.7 British Cycling is keen to develop the grassroots of cycling in a safe and control environment such as at Community cycling hubs, which include pump tracks and learn to ride areas.

Map 22 – Location of Spin Studios within a 20-minute drive - Cheltenham Council Area



Map 23 – Location of new cycle routes being delivered by GCC



6.18.8 The Council is committed to promoting active travel and to significantly increase cycling (target to double cycle trips) as shared in the Connecting Cheltenham strategy.

6.18.9 To significantly increase cycling it will need to appeal to people of all ages and abilities from door to door. To achieve this, there will need to be a transformation in ease of movement and perceived (and real) safety for all cyclists including the least confident and most vulnerable.

6.18.10 There are already cycle routes [Cheltenham cycle map](#) and proposed improvements to the cycle network (Cycle Cheltways) such as making all streets cycleable through the living streets programme. In addition, the **Strategic Bishop's Cleeve / Chelt / Gloucester Cycleway** aims to provide a high quality cycle link from Bishop's Cleeve through Cheltenham to Gloucester - £5 to £20 million. The map overleaf shows some of the existing and proposed cycle routes.

6.18.11 In summary, there is a wide range of opportunities to participate in some form of cycling activity whether through indoor cycling studio provision, active travel or through a cycling club. British Cycling has not identified Cheltenham as an area for indoor velodrome facilities.

## 6.19 Gymnastics

6.19.1 British Gymnastics identified the main issue for gymnastic development is having access to sufficient dedicated space so that clubs are able to grow and extend their programmes.

6.19.2 British Gymnastics recognised four affiliated gymnastic clubs in the area (The Gym Centre, Rowan Gymnastics Club, Astrea Gymnastics Club and Cheltenham Academy of Acrobatic Gymnastics).

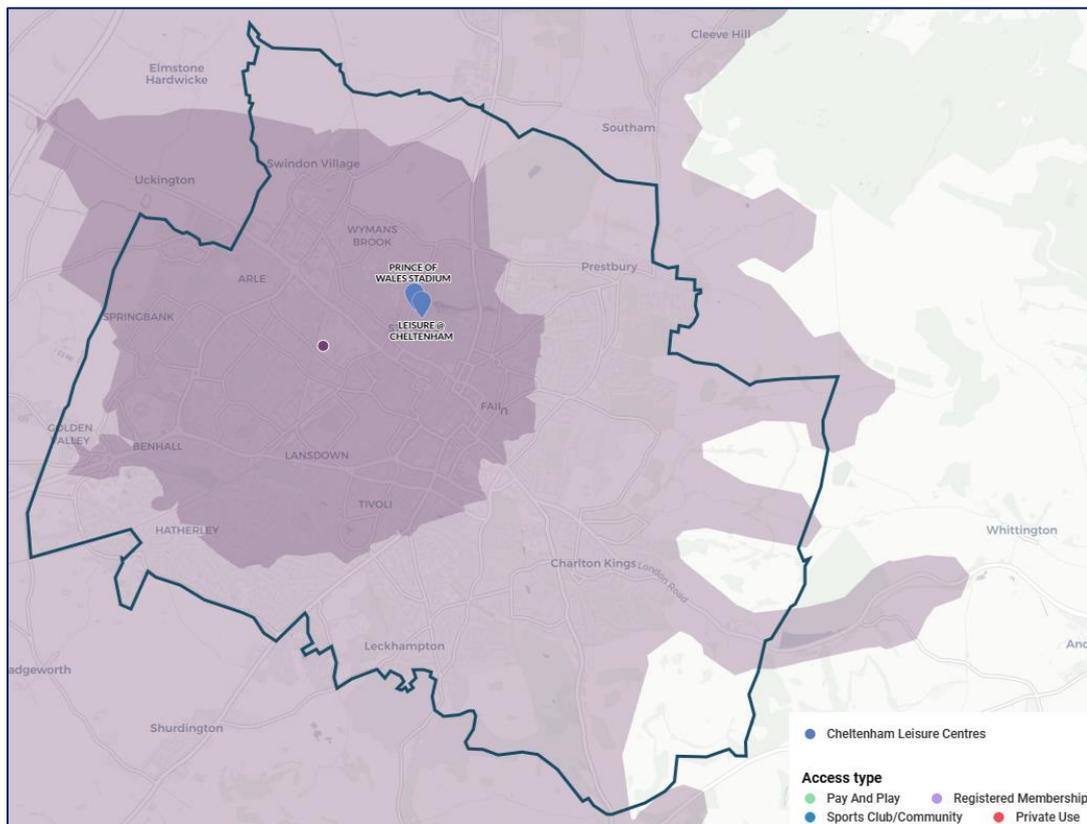
6.19.3 Rowan Gymnastics Club is the only club with a dedicated gymnastics venue as shown on the map below. Most of the borough is within a 20-minute drive time of a dedicated facility apart from the south east.

6.19.4 The Gym Centre Gymnastics Club responded to the sports club consultation. Based mainly at Bournside Sports Centre (they also use Tewkesbury Sport Centre & GL1) their membership has decreased overall but over 70 children are on the waiting list. They rated the facility they mainly use (Bournside) as poor and are looking for a separate dedicated venue.

6.19.5 British Gymnastics mentions that there is a lack of facilities, and a waiting list is in place for The Gym Centre. British Gymnastics would like to support gymnastics clubs to have a dedicated facility in the area.

6.19.6 Dedicated provision enables clubs to deal with their waiting lists and expand their operations – as a general rule, clubs experience a 50% growth within a year of relocating. The main element of income for gymnastics is recreational gymnastics for young people which is also an attraction for leisure operators in terms of their key goal of increasing income generation. British Gymnastics will support clubs to find dedicated gymnastic space.

Map 24 – Location Of Gymnastic Dedicated Space within a 20-Minute Drive Time



## 6.20 Indoor Cricket

6.20.1 There are ten facilities that have indoor nets for winter training some of which are regularly used by local cricket clubs. These are:

**Table 14 – Indoor Cricket Facilities**

Facility	Cricket Club	Nos of Nets
All Saints Academy		2
Bournside Sports Centre		2
Cheltenham College		8
Cheltenham Ladies College	<ul style="list-style-type: none"> <li>Cheltenham Cricket Club – (ladies &amp; girls' squads)</li> </ul>	4
Dean Close School		4
Leisure At Cheltenham Cheltenham	<ul style="list-style-type: none"> <li>Charlton Kings Cricket Club</li> <li>Cheltenham Cricket Club (men's squads)</li> <li>Cheltenham Civil Service Cricket Club</li> </ul>	5
Pate's Grammar School		2
St Edward's Preparatory School		2
YMCA Cheltenham Sports Centre		2
High School, Leckhampton		2
<b>Total nets</b>		<b>33</b>

6.20.2 Leisure At Cheltenham also run an indoor 6's competition Monday to Friday from October to March.

6.20.3 Gloucestershire Cricket Foundation provided a breakdown and audit of sites (see table below) and facilities in Cheltenham used to inform a recent facilities strategy.

6.20.4 This audit follows England Cricket Board standards across the following measurable criteria:

6.20.5 Batting ends length 11.22m (10m in front of popping crease) by 2m wide. Bowling ends length 10m (6m behind bowling crease, 4m in front) by 2m wide.

6.20.6 **LUX Light Meter Readings** - ECB Indoor Sports Halls with Cricket Provision states how these are the lighting levels, measured at pitch level, required over the practice net/playing area (Wicket and run up):

- Low-level - Club/Local Club - Design illumination: 750 lux average. Design uniformity: min/ave = 0.8
- Mid-Level Competition - Regional/Club level - Design illumination: 1000 lux average. Design uniformity: min/ave = 0.8
- Top-Level Competition - International/National level - Design illumination: 1500 lux average. Design uniformity: min/ave = 0.8

6.20.7 ECB Indoor Sports Halls with Cricket Provision requires:

- Net Lane Width of 3.6m per lane.
- ECB Indoor Sports Halls with Cricket Provision requires Height of Horizontal top net to be 5m (a clear minimum).
- ECB Indoor Sports Halls with Cricket Provision requires Blinkers to be 7.72m from the back netting and 5m in front of popping crease
- ECB Indoor Sports Halls with Cricket Provision requires 1.5m of space behind stumps.
- A safety margin of at least 1m surrounding the nets
- ECB's recommended optimum length is 33.62m. If the length of the sports hall is less than 33.62m, ECB will accept any shortened length down to a minimum of 31.2m.

6.20.8 Facilities shown in green represent a good standard of facility and provision overall, amber for average and red for poor.

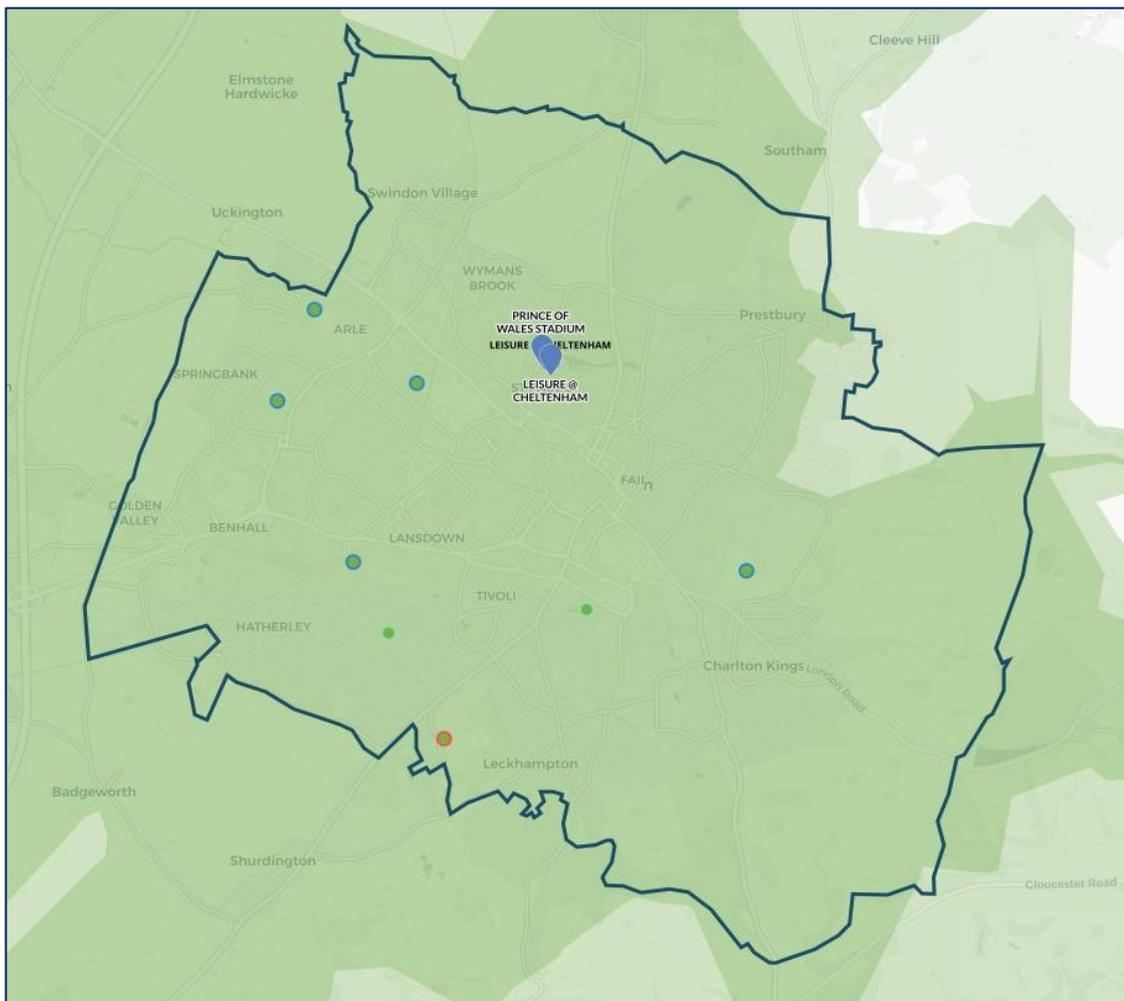
Table 15 – Gloucestershire Cricket Foundation Breakdown and Audit of Sites

Site name	Sport hall surface type?	Roll-out matts used?	Quality bounce of cricket ball?	LUX Light Meter	Lighting	Cricket nets?	Nos of batting lanes	Net lane width	Net Height	Net blinkers at batting end?	Space behind stumps at batters end?	Safety margin of at least 1m surrounding nets?	Dividing nets to split sports hall	Total length of Sports Hall?	Hall available for community hire?	What is likelihood of booking the facility?	Will facility provider allow hard ball cricket to be played?
ALL SAINTS ACADEMY (CHELTENHAM)	Wooden sprung	Yes	Poor	0-749		Yes	2							34			
BALCARRAS SPORTS CENTRE	Polymer		Average	0-749		No	0							32			
Bournside School	Polyurethane	Yes but they do not meet ECB guidance	Average	0-749	24 strip lights	Yes	2	2.6m	4.6m	Yes but they do not meet ECB guidance	1m	Yes	Yes	33	Available providing enough notice is given	Limited availability	Yes, but restricted to net practice only
CHELTENHAM COLLEGE	Wooden sprung	Yes	Poor	0-749		Yes	8							50			
Cleeve School	Multi Use		Poor	0-749	n/a	No	0						No	32	Available	Limited availability	No
Dean Close	Vinyl	Yes - they meet / exceed ECB guidance	Good	0-749	Seemed brighter but only 500 across	Yes	5	3.3	8	Yes - they meet / exceed ECB guidance	2m	Yes	Yes	40	Available providing enough notice is given	Limited availability	Yes - all versions (indoor cricket, nets etc.)
LEISURE AT CHELTENHAM	Polymer	No	Good	0-749		Yes	5							34			
Pates	Polyurethane	Yes but they do not meet ECB guidance	Good	0-749	1500+ in centre of hall due to natural light. 500 in batting areas. 22/24 worked lights.	Yes	2	2.7m	5.2m	Yes but they do not meet ECB guidance	1m	Yes	Yes	29	Available providing enough notice is given	Limited availability	Yes, but restricted to net practice only
PITTVILLE SCHOOL	N/A		Poor	0-749		No	0							0			
St Edwards School	Carpet	Yes but they do not meet ECB guidance	Average	0-749	425 covered	Yes	2	3.6	4.5	Yes but they do not meet ECB guidance	1m	Yes	No	25	Available providing enough notice is given	Limited availability	Yes, but restricted to net practice only
YMCA Cheltenham	Polyurethane	No	Good	0-749	250. 35 strip lights. All working	No	0						Yes	33	Available	Limited availability	No

Cheltenham Ladies College	Vinyl	Yes - they meet / exceed ECB guidance	Good	750-999	28 LED boxes. 26/28 working	Yes	4	2.9m	5.4m	Yes - they meet / exceed ECB guidance	1.5m	Yes	Yes	39	Available providing enough notice is given	Limited availability	Yes, but restricted to net practice only
Dean Close Indoor/Outdoor	Carpet mat	Yes but they do not meet ECB guidance	Average	750-999	Very good natural light during daytime, 750 in evening	Yes	4	3.3	5.5	Yes - they meet / exceed ECB guidance	Less than 1	Yes	No	29	Available providing enough notice is given	Limited availability	Yes, but restricted to net practice only
Leckhampton	Polyutherane	Yes - they meet / exceed ECB guidance	Good	750-999	Brand new facility, covers on lighting	Yes	2	3.6	8	Yes - they meet / exceed ECB guidance	2m	Yes	Yes	33	Available	Limited availability	Yes, but restricted to net practice only

- 6.20.9 The audit shows that whilst cricket can be played in many of the sites, and that some are well equipped for cricket, none meet the ECB standards across every aspect of the measurable criteria.
- 6.20.10 In addition, those that are well equipped are generally the public-school sites, and their availability for community use and hire is severely limited.
- 6.20.11 The interpretation can be that it is a well-stocked area, however the NGB suggests that when it comes down to availability, more provision is needed especially when in competition with other sports. However, usage and the financial viability need to be considered if replacement or additional indoor cricket provision is being proposed as part of any development.
- 6.20.12 While there are a finite number of cricket clubs in Cheltenham, the indoor provision services clubs in the surrounding rural areas as well.
- 6.20.13 It can be seen that all indoor cricket facilities are within a 20-minute drive time.

**Map 25 – Location of Indoor Cricket Space within a 20-Minute Drive Time**



## 6.21 Indoor Football and Futsal

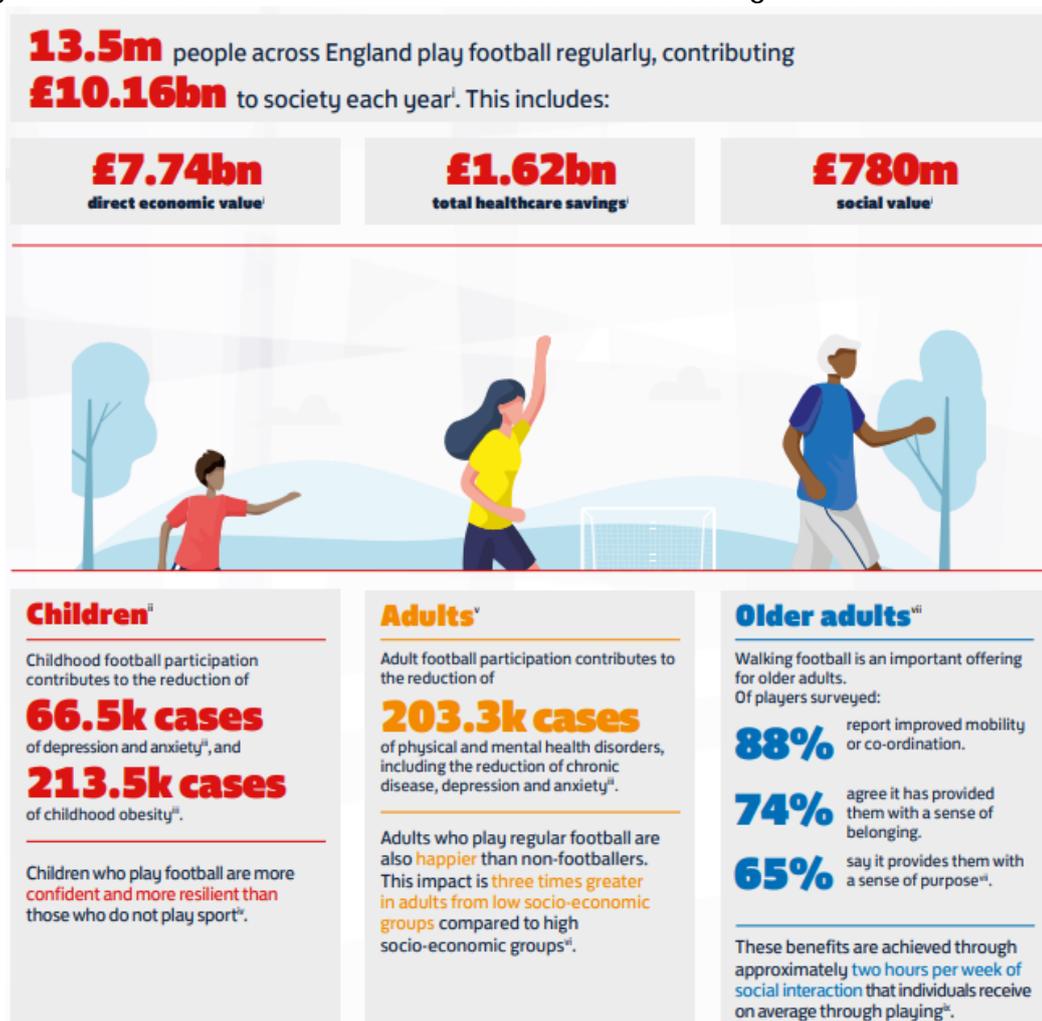
6.21.1 The Football Association (FA) is the governing body of football in England and is responsible for promoting and developing every aspect of the game from grassroots to professional.

6.21.2 The FA’s strategy *Time For Change 2020–2024* has a vision to ‘**unite the game, inspire the nation**’ and has the priority objectives of:

- Win a major tournament
- Serve 2m+ through a transformed digital platform
- Ensure equal opportunities for every girl
- Deliver 5,000 quality pitches
- A game free from discrimination
- Maximise the appeal and revenue of the FA cups and draws

6.21.3 The FA also published a report ‘The social and economic value of grassroots football in England’ in 2021. Whilst this doesn’t differentiate between outdoor or indoor football it does look into the benefits of football overall and more specifically walking football as an important offering for older adults.

Figure 23 – Football Association – social and economic value of grassroots football



6.21.4 the FA's aim is to sustainably support walking football's continued growth, ensuring it is safe and enjoyable for everyone, now and long into the future.

6.21.5 In 2021 the FA, Age UK and Sport England launched a walking football programme<sup>13</sup>, with the goal of reaching more than 1,000 people in communities in England. This programme hasn't been set up in Cheltenham yet but with the borough's ageing population might be worth considering.

6.21.6 Walking football is a growing sport in the UK. It started as a sport to be played by over 50s men and over 40s in women and now has thousands of players including people in their 70s and 80s playing on a regular basis. It offers a good way to stay fit and healthy for older people and focuses on the social benefits as well. It can take place outdoors or indoors.

6.21.7 In Cheltenham the YMCA Cheltenham offers walking football sessions.

6.21.8 Indoor football activity includes small-sided teams & leagues which are organised and competitive activities; typically with players registered to clubs and affiliated to leagues and their County FAs. Examples include Futsal and local small-sided leagues running at venues such as sports halls, 3G FTPs or small-sided 3G centres.

6.21.9 The Cheltenham Local Football Facilities Plan (LFFP) 2018 identified the key local indoor football providers as Cheltenham YMCA and All Saints Academy.

6.21.10 Since this plan was undertaken there are two sites that provide indoor football within their sports hall facility;

- YMCA Sports Centre – Walking football (Thursday 12.30pm – 1.30pm)
- Leisure At Cheltenham - Power Play 5-a-side (Monday 8.00pm – 10.00pm and Tuesdays 7.00pm – 10.00pm)

6.21.11 There are no bespoke indoor football venues (small sided 3G centres) in Cheltenham.

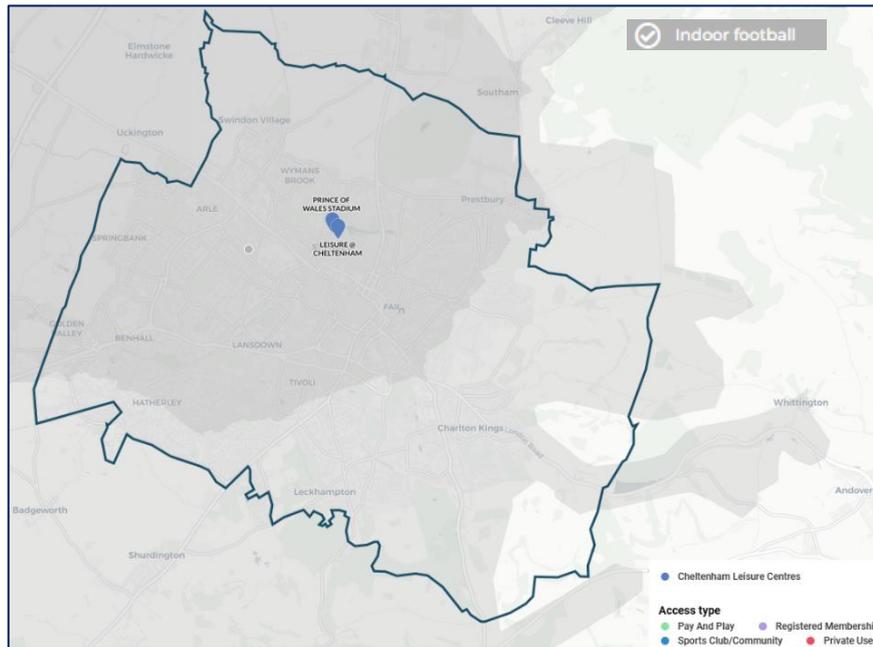
6.21.12 The Powerplay indoor 5-a-side men's league based at Leisure At Cheltenham runs weekly games over a 8-12 week period.

6.21.13 These indoor football sites are mostly within a 20-minute drive time of the whole borough apart from the south east corner, so offer sufficient supply to Cheltenham residents.

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<sup>13</sup> [New walking football programme launched with Age UK and Sport England \(thefa.com\)](https://www.thefa.com/news/2021/09/16/new-walking-football-programme-launched-with-age-uk-and-sport-england)

Map 26 – Location of Indoor Football Provision within a 20-Minute Drive Time



#### 6.21.14 Futsal

6.21.15 Futsal is an exciting, fast-paced, small sided, team game that is widely played across the world. Typically, it's played on an indoor surface with hockey-sized goals and a size four football with reduced ball bounce. It is the FA's aim to ensure Futsal is available across the country.

6.21.16 There are currently no Futsal teams in Cheltenham. Gloucestershire FA's response was that Futsal is not anything they are looking to develop in the short term.

#### 6.22 Indoor Lacrosse

6.22.1 There are no sites that play indoor Lacrosse in the borough.

6.22.2 Cheltenham Lacrosse Club responded to the sports club consultation which is included as part of the Playing Pitch Strategy.

### 6.23 Netball (Indoor and Outdoor)

6.23.1 In November 2021, England Netball launched a 10-year 'Adventure Strategy' for the game with a new brand identity for the organisation.

6.23.2 England Netball's 'Adventure Strategy' outlines the intention to:-

- accelerate the development and growth of the game at every level, from grassroots to the elite,
- elevate the visibility of the sport, and
- lead a movement to impact lives on and beyond the court.

### 6.23.3 Netball Facility Development

6.23.4 The facility development aspirations stated within the Strategy are to:-

- Take a fresh look at the spaces required to support the sport, creating accessible places in every community to allow netball to be incorporated into how and where women and girls live their lives;
- Protect, enhance, and extend the network of homes that house the sport at a local and regional level;
- Develop an elite domestic professional competition that supports full time athletes underpinned by a world class infrastructure and environments.
- For England Netball to achieve its ambitions to make the game accessible to wider audiences and in every community, it encourages Local Authorities to adopt policies within Playing Pitch Strategies and Built Facilities Strategies that:
  - Facilitates informal netball activity within neighbourhood multi use games areas for example by installing combined outdoor basketball and netball goals and art courts in Neighbourhood Equipped Areas for Play (NEAPs).
  - Incorporates the cultural and health needs of women and girls within any designs for improved or new facilities.
  - Protects and enhances netball facilities within all Primary and Secondary School environments so they offer a positive first experience of the sport for students and the wider community during out of school hours.
  - Supports the installation of floodlights on outdoor courts to increase all year-round use.
  - Facilitates the development of netball growth programmes, club training and competition within public leisure centres.
  - Where appropriate, supports the development of netball homes and performance environments that enable local women and girls to pursue a career in netball as an elite athlete, official, coach or administrator.

6.23.5 England Netball's programmes of recognised and authorised activities are;

- 7-a-side Netball – single gender full seven aside version of the game in accordance with England Netball and/or World Netball rules.
- Fast5 / FastNet – single gender five/seven aside version of the game in accordance with England Netball and World Netball rules and regulations.
- Indoor Netball (or Nets) – single gender or mixed gender version of the game in accordance with England Netball and/or World Indoor Netball Association (WINA) rules and regulations.
- ParaNetball – Versions of the game that are endorsed by England Netball in recognition of the participants' disability.

6.23.6 England Netball participation programmes delivered by approved persons/groups, including:

- Back to Netball
- Bee Netball
- Netball Now
- Walking Netball

6.23.7 Mixed Netball (all versions listed above) – England Netball welcomes Mixed Netball as a growing form of the game and recognises Mixed Netball.

#### 6.23.8 Netball Provision in Cheltenham

6.23.9 There are 14 indoor netball courts across 11 sites in Cheltenham Council area.

6.23.10 The netball court at Leisure At Cheltenham is the oldest built in 1971.

6.23.11 The High School Leckhampton has the newest netball court built in 2022 but it is not accessible to the public.

**Table 16 – Indoor Netball Facilities**

Indoor Netball Facility	Nos. of courts
<b>Pay and play</b>	
BOURNSIDE SPORTS CENTRE	2
CHELTENHAM COLLEGE	3
<b>Registered membership</b>	
CLC SPORTS CENTRE	1
<b>Sports Club / Community Use</b>	
ALL SAINTS ACADEMY (CHELTENHAM)	1
BALCARRAS SPORTS CENTRE	1
DEAN CLOSE SCHOOL	1
LEISURE AT CHELTENHAM	1
PATE'S GRAMMAR SCHOOL	1
ST EDWARD'S PREPARATORY SCHOOL	1
YMCA CHELTENHAM SPORTS CENTRE	1

Indoor Netball Facility	Nos. of courts
Private	
THE HIGH SCHOOL LECKHAMPTON	1
Total number of courts	14

6.23.12 There are 46 outdoor courts across seven sites. These are mainly tennis courts with netball court markings, 10 of which are floodlit for evening use.

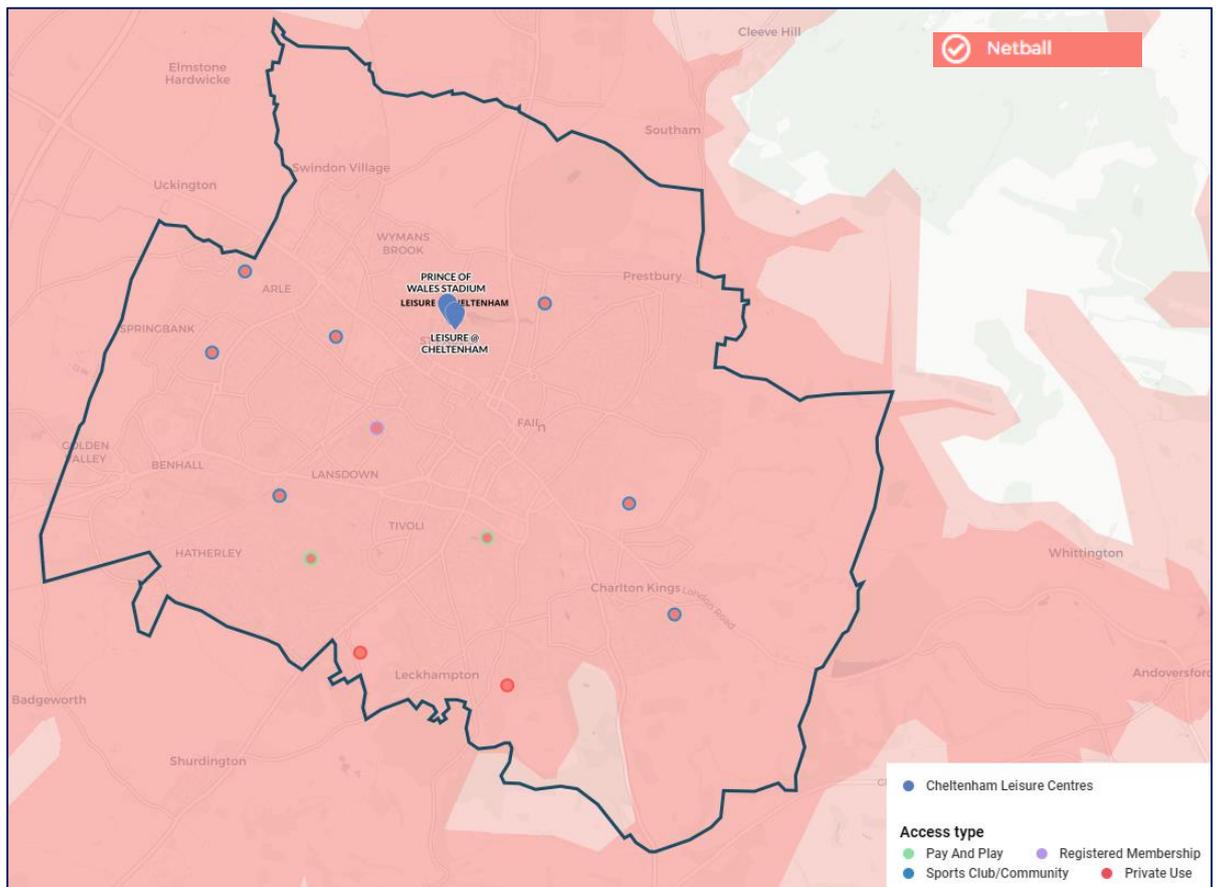
Table 17 – Outdoor Netball Facilities

Outdoor Netball Facility	Nos. of courts
Pay and play	
ALL SAINTS ACADEMY (CHELTENHAM)	4 floodlit
Sports Club / Community Use	
BALCARRAS SPORTS CENTRE	7 (4 floodlit)
BOURNSIDE SPORTS CENTRE	8
PITTVILLE SCHOOL	6 floodlit
Private	
CHELTENHAM LADIES' COLLEGE (CLC)	9
DEAN CLOSE SCHOOL	10
THE RICHARD PATE SCHOOL	2
Total number of courts	46

6.23.13 Dean Close and Pittville Schools have the oldest courts (built in 1970) so likely to need resurfacing or higher maintenance. Balcarras Sports Centre has the newest outdoor courts (built in 2019).

6.23.14 All areas of the borough are within a 20 minute drive time of a netball court.

Map 27 – Location Of Netball Courts within a 20-Minute Drive Time



### 6.23.15 Netball Clubs

6.23.16 There are five netball clubs within Cheltenham which are as follows;

- **Hucclecote Netball Club** – national premier league team playing at Cheltenham Ladies College, three regional teams, two who play at Cheltenham College, four county teams that play at Leisure At Cheltenham and 10 junior teams some who play in Cheltenham others in Tewkesbury
- **Old Chelts Netball Club** – Senior training takes place at Cheltenham College. Junior training takes place across several venues; Bournside Sports Centre, YMCA, CLC Sports Centre, Brockworth Sports Centre and Cheltenham College. Some training unable to take place in Sports Hall 1 at Bournside during exam periods.
- **Nomads Netball Club** – small club with around 25 members, train at Bournside Sports Centre
- **United Ladies** are part of the Gloucestershire County Netball league (Hawks in Div 4 and Eagles Div 1) and train at Dean Close Old Gym, Cheltenham
- **National Steelers Club** – Bournside School and Leisure At Cheltenham

6.23.17 Walking netball takes places at Leisure At Cheltenham and Dean Close School.

## 6.24 Outdoor Education Type Facilities

6.24.1 There are no outdoor education facility within Cheltenham.

6.24.2 There are emerging opportunities being considered to expand the offering e.g. information panels at Leckhampton Hill linked to funding derived to manage impact on the Cotswold Beechwoods Special Area of Conservation, to encourage enhanced participation in outdoor activities.

## 6.25 Squash Courts

6.25.1 Increasingly, squash courts are provided through squash clubs/multi-sport clubs, as opposed to local authority facilities. This reflects the fact that participation in the sport has stabilised from its massive growth in the 1970's, and there is less demand for community access squash courts.

6.25.2 There are 25 squash courts in Cheltenham across seven sites.

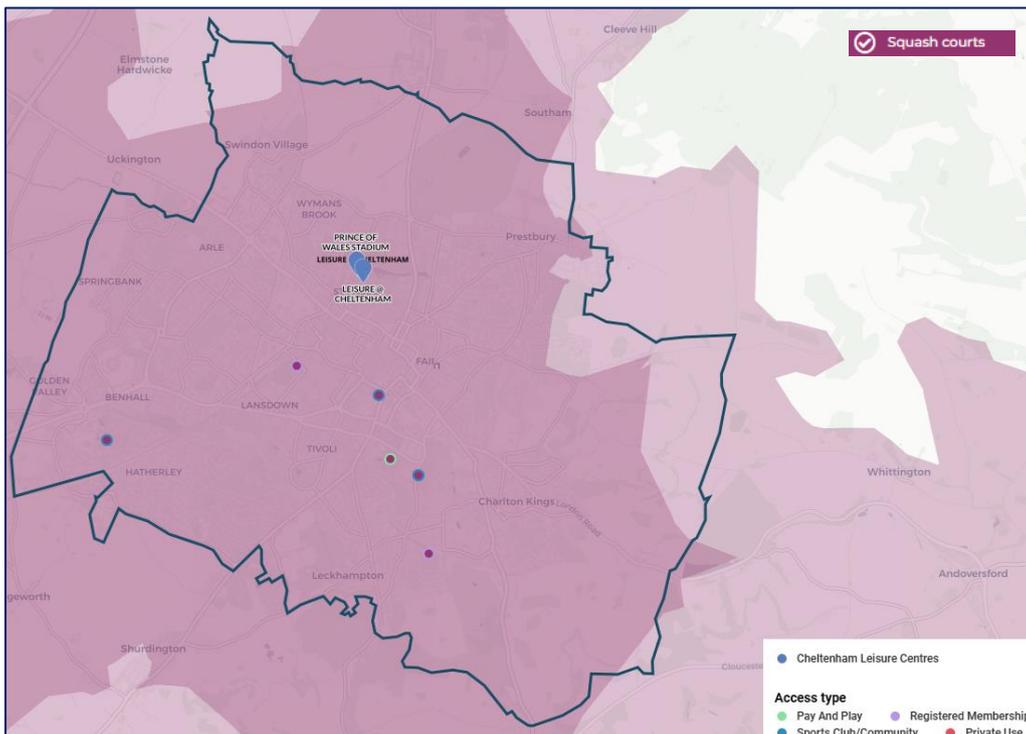
Table 18 – Squash Courts

Facility	Nos. of courts
<b>Pay and play</b>	
CHELTENHAM COLLEGE	6
LEISURE AT CHELTENHAM	5
<b>Registered membership</b>	
CLC SPORTS CENTRE	Glass backed - 5
OLD PATESIANS SPORTS AND SOCIAL CLUB LTD	2
<b>Sports Club / Community Association</b>	
EAST GLOUCESTERSHIRE CLUB	2
EAST GLOUCESTERSHIRE CLUB	Glass backed - 2
THE PAVILION - CHELTENHAM	1
YMCA Cheltenham	2
<b>Total number of courts</b>	<b>25</b>

6.25.3 England Squash recommend a ratio of one court per 10,000 population. The population of 123,373 in 2041 would require 12 squash courts in total, therefore at 25 courts the borough has double the recommended number of courts per 10,000 population. Consequently, there is no demand for additional demand and a reduction in the number of courts would still meet NGB guidelines.

6.25.4 Future squash provision should continue to meet the demand of the local population. When considering refurbishment or replacement squash courts, England Squash recommend the ASB Movable Side Wall. With this innovation, a squash court becomes a flexible, multiuse area providing an answer to challenges around off-peak usage.

Map 28 – Location of Squash Courts and 20-Minute Drive Time Catchments – Cheltenham Council Area



## 6.26 Indoor and Outdoor Tennis (including padel and pickleball)

6.26.1 The Lawn Tennis Association's (LTA) vision for tennis which has recently been introduced following a major consultative process, is 'Tennis Opened Up' and the mission is to grow tennis by making it more relevant, accessible, welcoming, and enjoyable. Strategic initiatives at county and national level aim to support this'.

6.26.2 The LTA's mission is to grow tennis and padel by making them accessible, welcoming, and enjoyable. Ensuring local communities have access to quality facilities is critical to attracting and retaining more players. As such, the LTA's Quick Access Loan Scheme aims to provide interest-free loans to support venues investment in facilities, prioritising the installation and construction of covered courts.

6.26.3 The objectives of the fund are to:

- Provide covered or sports-lit playing facilities to encourage community accessible play all year.
- Retain and increase the number of participants at the venue.
- Offer and increase both non-members pay and play usage and coaching opportunities.
- Grow the numbers of adults and juniors on the coaching programme.
- Provide seamless booking of tennis courts and lessons through an [online booking system](#)

6.26.4 **Parks investment project** - The recent joint LTA and UK Government Parks Tennis Project investment (£30 million) is designed to open tennis to people of all backgrounds, improve access to tennis across the nation, and provide greater opportunities for children and adults to be active. Park tennis courts are particularly important in providing affordable, engaging, and accessible opportunities for more female players and those from lower socioeconomic backgrounds, as well as being the most popular venue for women to play after they have left education.

6.26.5 The LTA wants to work with local networks, to promote a joined up, transformational improvement to existing facilities, largely through increasing the number of courts that are floodlit and covered but also courts that can be booked online. Cheltenham Borough Council are engaged with the LTA and are working in partnership to increase usage and financial sustainability.

6.26.6 All LTA registered venues and accredited coaches can use ClubSpark free of charge. ClubSpark is a flexible and simple venue management platform with multiple products and applications to help venues, local authorities and coaches manage their sport. It is a tool that is offered for free as part of LTA venue registration and allows administrators to manage all functions at their venue(s).

6.26.7 Before the LTA Parks Projects initiative came about the Council received a grant from the Lawn Tennis Association (LTA), to refurbish the tennis courts at Pittville and Montpellier Gardens. The courts have been improved with new fencing, surfacing, tennis nets, and a state-of-the-art automated booking system. The project is part of the LTA's aim to increase tennis participation across the country, by making public tennis courts better and easier to use.

6.26.8 Prestbury Playing Fields are run by Prestbury Parish Council and have two tennis courts which are pay and play. There are plans to resurface the courts and refurbish the pavilion.

6.26.9 LTA data on national tennis playing demand patterns is instructive for describing activity patterns in Cheltenham.

6.26.10 **Location of play:** The importance of parks courts is emphasised by the following data on where people play tennis. Parks are the highest where people play 31%. This highlights the importance of protecting Cheltenham’s Park facilities and maintaining them.

Table 19 – National Survey – Location of Play 2018 (Source: Statistica)

Location	% Players
Parks	31%
Education sites	22%
Tennis clubs	19%
Other (i.e., Leisure centres)	28%

6.26.11 **Organised play:** Parks players are less reliant on organised tennis activity but easily reliant on using parks for social tennis with friends and family:

Table 20 – National Survey Organised Play

Type of Tennis	% Parks Players	% Club Players
Social tennis with friends/family	90%	74%
Informal tennis	15%	18%
Individual tennis competition	2%	17%
Group coaching/lessons	2%	15%
Team tennis competition	1%	13%
Private lessons	1%	11%
Cardio tennis	3%	8%

6.26.12 **Satisfaction levels with courts:** The % of players of each type who are ‘very satisfied’ are as follows:

Table 21 – National Survey – Satisfaction Levels with Courts

Aspects of courts	% Parks players	% Club players
Safety of courts	28%	49%
Proximity to home	31%	45%

Aspects of courts	% Parks players	% Club players
Condition of courts	13%	39%
Ease of booking	16%	35%
Cost of courts	36%	31%
Availability of courts	19%	30%
Number of courts	13%	30%
Customer service	10%	27%
Ancillary facilities	5%	26%

6.26.13 **Awareness of local tennis courts:** The importance of publicising court availability is emphasised by the following findings.

Table 22 – National Survey – Awareness of Local Tennis Courts

Type of court	% People aware
Parks courts	31%
Tennis club courts	28%
Leisure centres	27%
Education courts	15%
Indoor tennis centres	10%

6.26.14 **Cheltenham Tennis Provision**

6.26.15 There are currently no indoor tennis courts in Cheltenham. However, there are indoor tennis courts at Oxstalls Sports Park in Gloucester, a c.20 minute drive from Cheltenham town centre.

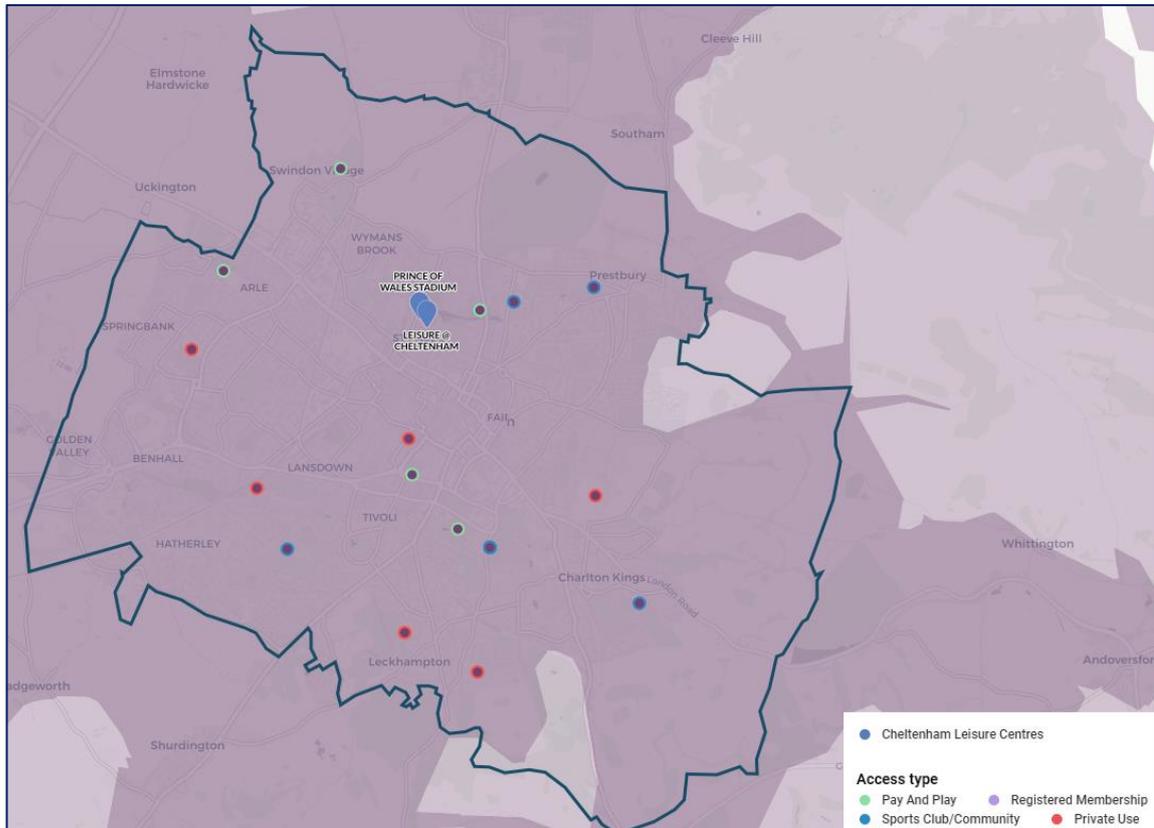
6.26.16 In Cheltenham, there are 140 outdoor tennis courts across 15 sites. 83 of these are accessible for public use.

Table 23 – Outdoor Tennis Facilities

Facility	Nos. of courts	Year Built	Quality	Ownership
<b>Pay and play</b>				
ALL SAINTS ACADEMY (CHELTENHAM)	4 Floodlit – netball marking	2011	Standard	Education
CHELTENHAM COLLEGE	4 hard courts 16 based on astros	1996 refurbished 2015	Good	Education
MONTPELLIER GARDENS	6	2000 refurbished in 2016	Good	Local Authority
PITTVILLE PARK	3	1950 refurbished in 2016	Good	Local Authority
<b>Sports Club / Community Association</b>				
BALCARRAS SPORTS CENTRE	3 – netball marking 4 floodlit – netball /basketball	2007 2019	Standard Good	Education
BOURNSIDE SPORTS CENTRE	8 – netball marking	1999 refurbished in 2017	Standard	Education
EAST GLOUCESTERSHIRE CLUB	9 floodlit (5 artificial grass) 8 floodlit (clay) 10 grass	2000 4 courts refurbished in 2019	Good	Sports Club
PITTVILLE SCHOOL	6 floodlit – netball markings	1970	Poor	Education
PRESTBURY PLAYING FIELDS	2	1948 refurbished in 2003	Standard	Local Authority
<b>Private</b>				
CHELTENHAM LADIES COLLEGE	17			
DEAN CLOSE SCHOOL	7 – netball markings (5 originally, two now parking) other 4 hard courts 12 marked out on astro	1970	4 hard courts good quality 3 standard	Education
LECKHAMPTON LAWN TENNIS CLUB COURTS	2 grass	n/a	Standard	Sports Club
PATE'S GRAMMAR SCHOOL	6	n/a	Standard	Education
ST EDWARD'S PREPARATORY SCHOOL	7	1999 refurbished in 2012		Education
THE RICHARD PATE SCHOOL	2 – netball marking 4 marked out on astro	2006 refurbished in 2022	Good	Education
<b>Total number of courts</b>	<b>140</b>			

- 6.26.17 In addition to the audit above there are 2 hard court tennis courts at the Seasons Business and Leisure Complex, Quat Goose Lane, Swindon Village, GL51 9RX. These courts are run down and do not appear to be used regularly. It is understood that this area is proposed for development so accessible provision within this area needs to be reviewed if these courts are removed. They are also close to Elms Park development which may compensate for the loss of courts if new tennis courts are provided as part of the development..
- 6.26.18 Prestbury Playing Fields tennis courts are the oldest built in 1948, followed by Pittville Park built in 1950 (refurbished in 2017).
- 6.26.19 Pittville School has an extant planning application for a new indoor sports centre, artificial turf pitch, **tennis courts**, floodlighting, associated parking and landscaping. This would improve the quality of the Pittville tennis court provision. Pittville School stated in the consultation that they do not have sufficient capacity to support extensive community use and the facilities are in need of updating. There is a community use agreement 2018 for the tennis courts (see [Appendix 12](#)).
- 6.26.20 All of the outdoor tennis facilities have changing rooms apart from those at park sites.
- 6.26.21 LTA research shows that once park players become regular, they look at further year-round offerings or additional tennis offerings in the form of floodlit or specifically indoor/covered facilities.
- 6.26.22 The newest outdoor tennis courts are the four floodlit courts at Balcarras Sports Centre.
- 6.26.23 All areas of the borough can reach a tennis court within a 20 minute drive time.

Map 29 – Location of Outdoor Tennis and 20-Minute Drive Time Catchments – Cheltenham Council Area



6.26.24 Consultation with The Lawn Tennis Association (LTA) highlighted that there are three affiliated clubs within the CBC area. These are;

- East Gloucestershire Club, Old Bath Road, Cheltenham, GL53 7DF (approx.. 1800 members)
- Leckhampton Lawn Tennis Club, Moorend Grove, GL53 0EZ (approx. 20 members)
- Charlton Kings Tennis Place, Balcarras School Sports Centre, GL53 8QF (approx. 120 members)

6.26.25 There are multiple levels of competitions happening across the area.

6.26.26 Dean Close School, Balcarras School, Cheltenham Ladies' College, Bournside School, Pates Grammar School and St.Edwards School all participate in the Gloucestershire LTA Schools Championships.

#### 6.26.27 Indoor Tennis

6.26.28 The LTA has stated that there is not sufficient supply of facilities for year-round play as there are no indoor courts and limited floodlight courts. However, they have not mentioned Oxstalls Sports Park in any of their analysis, which is within a reasonable catchment for a large proportion of the borough, particularly the west of the town centre. Additionally, the LTA has suggested there is not a sufficient supply of community courts when the population increase is realised with the new housing growth.

6.26.29 The LTA priorities for Cheltenham are;

- Retaining and maximising all tennis provision within the area included clubs, parks and schools.
- Indoor tennis court provision as there is a gap in provision, with no indoor courts in Cheltenham – target Areas For Indoor Community Tennis Projects (lta.org.uk) <https://www.lta.org.uk/roles-and-venues/venues/tennis-padel-facility-funding-advice/indoor-community-tennis-projects/>
- Develop new outdoor floodlit tennis court provision in line with new housing developments across Cheltenham including Golden Valley & Elm Park.

6.26.30 Indoor tennis courts are considered because they are a completely different facility from outdoor tennis courts, which, unless club courts, tend to be used for recreational tennis. Indoor courts are significantly more expensive to use and therefore tend to provide for those who are already tennis participants or who wish to learn to play tennis and can afford private or group coaching.

6.26.31 The Lawn Tennis Association (LTA) has modelled data from existing successful Community Indoor Tennis Centres. This has helped to identify the demographic type, volume, and catchment size of a successful Community Indoor Tennis Centre. This modelling was applied across England, Scotland, and Wales to establish the areas of potential demand.

6.26.32 The key metrics established are:

- A target location must demonstrate a minimum threshold population of 70,000 within a 20-minute drive time of a target location. Of this population, at least 12,500 must identify as having an interest in playing tennis. Please note this drive time extends to 30 minutes for rural areas.
- Filtered for competition within the catchment in order to prioritise the addressing of indoor tennis provision gaps.

6.26.33 Using this methodology the Lawn Tennis Association has identified 72 target locations for new indoor tennis venues in England. **Cheltenham has been identified as a target location for a new indoor tennis venue.**

6.26.34 Whilst this has been identified by the initial LTA's modelling, it is suggested that any club/organisation that was looking to provide indoor tennis facilities would need to complete further demand analysis and a financial feasibility assessment given existing facilities in Gloucester and within the private sector.

#### 6.26.35 Padel Tennis

6.26.36 The LTA is the National Governing body for Padel. Padel tennis is relatively new to Great Britain and is growing in popularity, particularly since its recognition as a sport and integration within the LTA. It is played mainly in a doubles format on an enclosed court about a third of the size of a tennis court and can be played in groups of mixed ages and abilities. The rules are broadly the same as tennis, although you serve under-arm, and the walls are used as part of the game with the ball allowed to bounce off them.

6.26.37 To grow the sport, the LTA is focused on improving the national infrastructure and the coach education pathway. At the end of 2020, there were 87 padel courts, whereas

there are now 275, with a projected growth to 450 in 2023. It is therefore envisaged that the infrastructure and participation in padel will increase significantly in the next five years.

6.26.38 There is one padel site in the borough located at The East Gloucestershire Club which has three padel courts and is within a 20-minute drive time apart from the north west area of the borough.

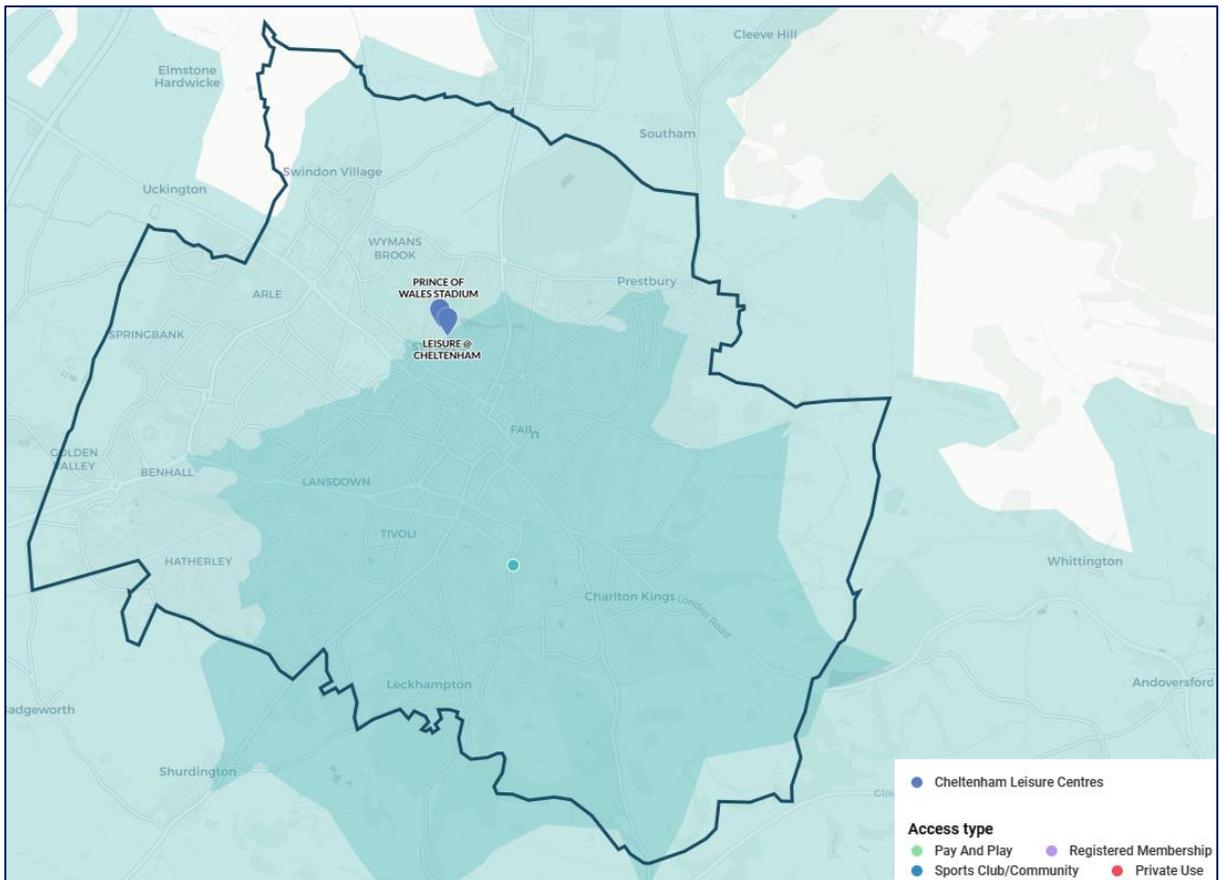
6.26.39 Consultation with LTA has outlined that their data suggests two Padel courts at Elms Park can support this gap in provision, on this side of Cheltenham.

6.26.40 In addition, the LTA data suggests there is potential to add two Padel courts at Golden Valley. However, the LTA are aware of possible courts coming in Gloucester and have those at East Gloucestershire Club and possibly at Elms Park so potential demand is met.

6.26.41 The LTA states that padel court development at leisure centre sites can be particularly beneficial as provision can be tied into other sports facilities and profit from an already established operating model. Furthermore, it identifies that they can benefit clubs and particularly those that may be otherwise struggling due to the additional revenue that they can provide.

6.26.42 Notwithstanding the above, the LTA also states that it is not encouraging clubs to convert existing tennis courts to padel courts, unless it can be shown that they have the capacity to support this. This is to ensure that the provision of tennis courts remains sufficient.

Map 30 – Location of Padel Courts within a 20-Minute Drive Time Catchment



6.26.43 There are **no pickleball facilities** within Cheltenham the nearest being The Cotswolds Picklers at Winchcombe Sports Hall seven miles north east from the centre of Cheltenham.

## 6.27 Table Tennis

6.27.1 Table Tennis England responded as part of the NGB consultation identifying two affiliated clubs (Cheltenham Table Tennis Club and Suffolk Square Table Tennis Club) that share facilities with a bowls club and YMCA sports centre.

6.27.2 They stated there are no issues with these facilities, but Cheltenham Table Tennis Club is a premier club so would be target club for growth in the future.

6.27.3 Priorities for Table Tennis England in the Council area are; working with primary and secondary schools to increase more tennis tables in schools and training for staff with possible growth of school clubs. Growth of Ping and outdoor tables.

6.27.4 In addition, growth in women and girls' participation and working in 30% most deprived communities are priority areas.

6.27.5 Table Tennis England highlighted that future priority needs are the growth of U9 participation in clubs and mentioned barriers to participation are lack of outdoor and community tables for public access and competition spaces for local competition.

6.27.6 Outdoor table tennis facilities are at the following locations:

- Grange Field
- Sandford Park
- Prestbury Playing fields
- Salisbury Avenue play area, Caernarvon Park

## 6.28 Wheeled Sports

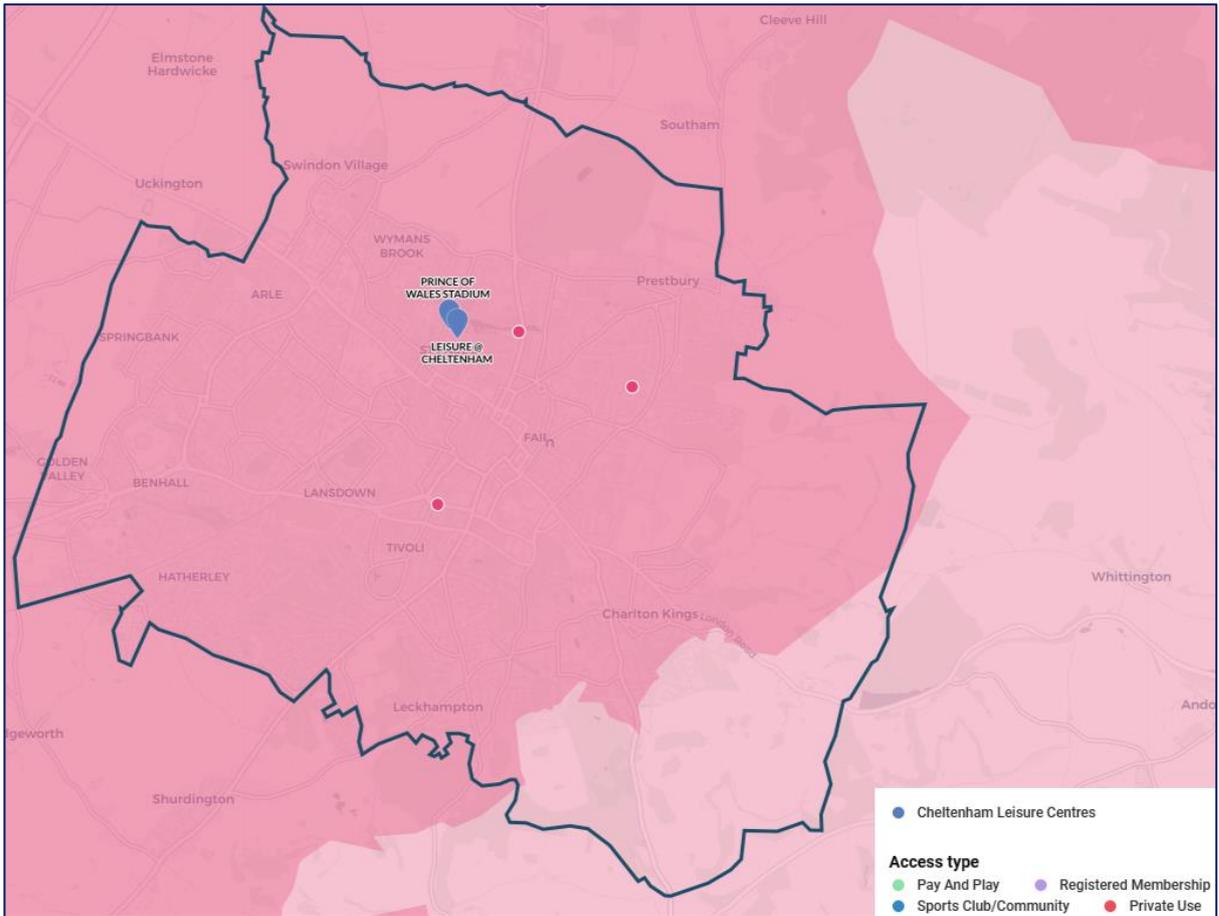
6.28.1 There are no indoor skate or indoor scooter parks in Cheltenham.

6.28.2 There are three outdoor skateparks in Cheltenham; Montpellier Gardens, Pittville Park and the newest Oakley Skatepark, which opened in 2020, featuring the first concrete facility in Cheltenham.

6.28.3 There is one BMX pump track at Burrows park and a cyclo-cross circuit at Pittville Park.

6.28.4 All of the outdoor skate parks are within a 20-minute drive within the borough as shown in the map below.

Map 31 – Location of Outdoor Skate Parks within a 20-Minute Drive Time



## 6. Recommendations

6.1. Key recommendations from the report are provided in the tables below.

### Recommendation 1 – Sports Halls

- Future consideration of options for the future of Leisure At Cheltenham is a key intervention given its importance as only public facility in the borough, its extensive off-peak availability and its proximity to some of more deprived areas. The size of any new sports hall facilities at Leisure At Cheltenham should take into account the new provision being proposed as part of the strategic allocations at north west and west Cheltenham, as the assessment has shown that there is currently a sufficient supply of sports hall courts across the borough.
- CBC have a responsibility to maintain and modernise sports halls under their ownership. Modernisation of education based sports halls will be the responsibility of the schools. CBC should continue to work in partnership with schools and encourage investment/modernisation where community access is given. The Council could also provide support with regards to applying for funding and supporting any planning applications.
- New housing developments to the north and west of the borough will create additional demand on nearby sports halls - **All Saints Academy, Pate's Grammar School and YMCA Cheltenham Sports Centre. Securing developer contributions toward modernisation of these facilities, as well as securing continued community access, is key.**
- Given dependence on educational sector in providing sports halls, a communication strategy to keep various sites informed and to discuss changes in levels of availability would be advisable.
- Discuss findings of the report with Tewkesbury Borough Council and encourage them to undertake their FPM and Built Facilities Strategy.
- Look to secure a Community Use agreement for new Pittville School indoor sports centre including 4 court sports hall if development goes ahead ([see Appendix 13](#)).
- The Council should work with education providers to increase community access to sports halls, with increased secured community access provided through formal community use agreements.

**PROTECT, PROVIDE AND ENHANCE**

### Recommendation 2 – Community / Village Halls

- With the majority of sports halls based within educational sites, community spaces (particularly in areas of greatest unmet demand) are an important local asset where physical activities, that don't require a high sports hall ceiling, can take place e.g. yoga, Pilates and martial arts. This would free up space for activities that require larger and higher ceiling sports courts e.g. basketball, netball, volleyball and badminton.

PROTECT, PROVIDE AND ENHANCE

### Recommendation 3 – Swimming Pools

- The need analysis / evidence = retain and invest in the pool sites.
- Large existing supply of water space in Cheltenham relative to demand but existing swimming pool stock is ageing.
- Scope to increase hours for community use at Cheltenham College to reduce proportion of used capacity of the pool at peak times. However, this is dependent on the college's willingness to increase access for community use.
- Leisure At Cheltenham is major swimming site in borough, both in terms of range of facilities it offers and scale - provides over third of borough's total peak time supply. Facility is currently 52 years old, maintenance and other operating costs will continue to increase with time, making pool less attractive.
- Replacement for Leisure At Cheltenham to ensure the future water space meets the demand of the local population and maximises flexibility in programme deliver, this could mean a different pool configuration to the current offer.
- Sandford Parks Lido provides an important facility in the borough. It needs to be recognised that the FPM modelling is based on national parameters for indoor pools, and these may not apply to outdoor heated lidos.
- Given number of educational facilities that provide swimming pools in the borough, good communication partnership and community use agreements with schools is important to continue and seek to put community agreements in place if they don't already exist. It should be noted that community use is reliant on schools wanting to increase or provide community access the Council has no direct control to enforce community use agreements.
- Discuss findings of the report with Tewkesbury Borough Council.
- Unmet demand is low & insufficient to justify new swimming pool.

**PROTECT, PROVIDE AND ENHANCE**

#### Recommendation 4 – Gym & Fitness

- Health & fitness is not just provided by the council, the private and education sectors also have a role to play in provision.
- Industry modelling identified potential growth in the fitness membership base at Leisure At Cheltenham of 907 members based on some investment and improvements being made.
- The existing gym facilities are not large enough to support the total demand projected.
- Consequently, changes to the gym facilities will need to be considered to reach the potential growth in fitness members.
- However, the provision of additional fitness facilities in the future there should be subject to a business case to test financial viability.

PROVIDE AND PROTECT

#### Recommendation 5 – Studios

- There is demand for health and fitness classes and therefore studios. Studios should be considered within new builds or refurbishments to ensure sports hall activities are not occupied by fitness classes.

PROVIDE AND PROTECT

### Recommendation 6 – Athletics

- Prince of Wales Athletics Stadium is identified by England Athletics as a venue of strategic importance in the Southwest with three affiliated athletics clubs based there.
- England Athletics/UK Athletics does not have a specific capital programme for facility development. However, the Prince of Wales Stadium is identified as a venue of strategic importance in the Southwest region and as such EA/UKA will support the local authority, operator and stakeholders in leveraging capital investment to resurface the track surface and protect its long-term future
- The Council could support investment into athletic facilities at present Prince of Wales Stadium location or at another site subject to financial resource.
- As a regional facility that is serving populations from outside the borough, future provision should be considered in partnership with neighbouring local authorities and England Athletics. Cheltenham Borough Council's contribution to athletics facilities (capital and revenue cost) should be focused on the needs of the Cheltenham communities.
- Recognising the regional facility, seeking wider contributions for Community Infrastructure Levy from across Gloucestershire and beyond would be of value in building the business case for investment.
- Include disability access in any track or facility upgrades.

PROTECT, PROVIDE AND ENHANCE

### Recommendation 7 – Bowling

- There are no purpose built indoor bowling facilities in Cheltenham and no requirements from England Indoor Bowling Association to provide any as sufficient supply in neighbouring areas.
- Cheltenham Spa Bowling Club requires improvements to meet disability access requirements.
- Ensure ongoing maintenance of greens to sustain quality.
- Protecting existing bowls greens through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility or create improvements to be able to increase capacity at nearby bowls greens.

PROTECT

### Recommendation 8 – Cycling

- There is no requirement to provide indoor velodrome facilities.
- There are five indoor cycling spin studios within Cheltenham which should be protected. Indoor cycling studios are a key activity/facility that support the wider fitness offer within leisure centres.
- Cycle infrastructure should be considered at planning stage if a new build at Leisure At Cheltenham e.g. cycle network to connect the leisure centre and safe cycle storage.
- For outdoor cycling, British Cycling recommends Council engaging with cycle clubs to discuss future facility needs so club can continue to expand.
- British Cycling is keen to develop the grassroots of cycling in a safe and control environment such as at Community cycling hubs, which include pump tracks and learn to ride areas. Consider community cycling hubs in future developments.

PROTECT, PROVIDE, ENHANCE

### Recommendation 9 – Gymnastics

- The Council could support The Gym Centre Gymnastics Club and British Gymnastics to further explore the potential of facilitating club-led development of additional gymnastics facilities. This could be for example providing support through any planning applications.

PROVIDE

### Recommendation 10 – Indoor Cricket

- The most well equipped facilities for indoor cricket are generally the public-school sites but their availability for community use and hire is severely limited.
- Gloucestershire County Cricket said that Cheltenham is a **well-stocked area for indoor cricket, but when it comes down to availability, more provision is needed, especially when in competition with other sports.**
- Leisure At Cheltenham provides an important facility for indoor nets and winter indoor cricket for both club training and indoor 6s competition. Future provision of cricket nets at Leisure At Cheltenham should be considered as part of any future feasibility study for the centre.
- Any new provision of sports halls should consider facilities for indoor cricket. Indoor cricket facilities should meet the ECB guidance document (ECB TS3) that provides detailed information on the specific requirements on lighting, flooring, and netting that are required for indoor cricket.
- Consideration should be given to working with Gloucestershire County Cricket to find and provide suitable accommodation for current cricket clubs to access indoor cricket facilities and to accommodate future identified growth in the game.

PROVIDE, PROTECT

### Recommendation 11 – Indoor Football

- Leisure At Cheltenham provides an important facility for indoor football powerplay league. Protect this provision and continue this programming if Leisure At Cheltenham is redeveloped.
- Consider linking with Age UK initiative and include walking football at Leisure At Cheltenham
- There is no identified need for specific indoor football venues in Cheltenham.
- Gloucestershire FA is not looking to develop any short term Futsal provision

PROVIDE, PROTECT, ENHANCE

### Recommendation 12 – Netball

- Netball courts should continue to be provided at Leisure At Cheltenham
- The SLP should protect all netball courts across Cheltenham Borough Council for community use. Any courts proposed to be lost should be replaced with at least equivalent provision in terms of quantity and quality
- Cheltenham Borough Council and England Netball to work together to promote England Netball participation programmes in Cheltenham Borough including Back to Netball, Walking Netball, Netball now and Bee Netball
- When developing new Multi Use Games Areas (MUGAs) in the future, ensure that netball courts are marked on all MUGAs to promote expansion of the game
- Look to negotiate formal community use agreements as part of the planning process on education sites current and at new school developments to ensure use by the community of sports courts on education sites in the future

PROVIDE, PROTECT

### Recommendation 13 – Outdoor Education

- Potential to develop outdoor education activities at Leckhampton Hill. Further analysis would be required to understand demand for activities and the type of activities to be offered.

PROTECT

### Recommendation 14 – Squash

- 25 squash courts in Cheltenham across seven sites
- England Squash recommend ratio of one court per 10,000 population. The population of 123,373 in 2041 would require 12 squash courts in total. Cheltenham currently has double the amount of courts per 10,000 population than the recommended level.
- It is recommended that squash facilities should meet the needs of future population, if the number of courts is reduced there would still be higher than average number of courts for the local population.
- When considering refurbishment or replacement squash courts, England Squash recommend the ASB Movable Side Wall. With this innovation, a squash court becomes a flexible, multiuse area providing an answer to challenges around off-peak usage

PROVIDE, PROTECT

### Recommendation 15 – Tennis (outdoor, indoor and padel)

- Cheltenham has been identified by the LTA as a target location for a new indoor tennis venue. However, there is an indoor facility in Gloucester c. 20 minutes' drive time from Cheltenham town centre.
- The LTA priority for the future is that indoor court provision is realised and new outdoor floodlit tennis provision is included in new housing developments.
- It is not the Council's responsibility to provide additional indoor tennis facilities, however if the LTA and local club(s) identify a viable opportunity then the Council should support the process, such as development and planning applications.

The LTA has calculated and recommends the following tennis court allocation for the new housing developments:

#### North West Cheltenham (Elms Park Development):

LTA data suggests there is demand for three courts, however with four courts you can expand the offer with coaching and further tennis activities. Additionally, a minimum of two of these courts being floodlit provide support for year-round participation.

LTA data suggests two Padel courts can support the gap in the provision on this side of Cheltenham, you could potentially consider leaving space for additional courts in the future.

#### West Cheltenham (Golden Valley development):

LTA data suggests there is demand for eight courts, however, four courts is recommended as we believe this is being skewed by its location on the border of Gloucester. Additionally, a minimum of two of these courts being floodlit provide support for year-round participation.

- The LTA wants to work with local networks, to promote a joined up, transformational improvement to existing facilities, largely through increasing number of floodlit and covered courts but also courts that can be booked online.
- Cheltenham Borough Council to continue dialogue with the LTA to work in partnership to increase usage, financial sustainability and to identify if there are any possible tennis club led opportunities for a community indoor tennis facility.
- Maintain park tennis courts which are important in providing affordable, engaging, and accessible opportunities for more female players and those from lower socioeconomic backgrounds.

#### Outdoor

- Continue to liaise and support Prestbury Tennis Court resurfacing and pavilion refurbishment
- Protect Leckhampton Lawn Tennis Club facility in the Local Plan

#### Recommendation 16 – Table Tennis

- Council to start a dialogue with Table Tennis England about future provision of outdoor table tennis tables in schools and public places such as parks.
- Potential to include outdoor tables in new housing developments.

PROVIDE, PROTECT

#### Recommendation 17 – Wheeled Sports

- Consider building a new skatepark as part of an outdoor play area at North West Cheltenham Strategic Allocation, as the other outdoor skateparks are located within the centre or east of Cheltenham – the nearest to North West Cheltenham is Pittville skatepark or out of the borough at Bishop Cleeves in the north or Churchdown south west.

PROVIDE, PROTECT

### Recommendation 18 – Community Use Agreements

- Cheltenham Borough Council needs to continue to work in partnership with schools where sports facilities are provided for community or club use.
- There is a requirement for formal community use agreements to be negotiated, if possible, at existing educational establishments with sports facilities and new future educational establishments. For older facilities opportunities for a formal community use agreement may arise through the need for additional funding to update facilities or improve playing fields. For new facilities, a community use agreement can be provided as part of planning obligations through the planning process. This should help to secure and safeguard well-managed and safe community use by detailing how the arrangements are intended to operate, and typically should cover things like hours of availability, management arrangements and pricing policy.
- This is needed to ensure continued community / sports club use of these sites. However, it should be noted the Council has no direct control to enforce community use at schools. If existing community use agreements are lost then there will be additional pressure for provision of sports halls for community use in the Cheltenham Borough Council area.
- Sport England guidance on producing formal community use agreements, can be found here [Community Use Agreements | Sport England](#)

PROVIDE AND PROTECT

### Recommendation 19 – Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan

- Protect built leisure and sports facilities that are required to meet the need and demand of Cheltenham's population within the SLP. This is to ensure against the loss of strategically valuable sports facilities that are available for community use or could contribute to meeting future community needs, unless replaced by equivalent or better provision in terms of quantity and quality in a suitable location.

### Recommendation 20 – Developer Contributions

- Where appropriate, Cheltenham Borough Council and its partners seek to secure developer contributions from strategic developments that could contribute towards the development of strategic facilities, additional and safe walking, running and cycling routes, and, where possible, to open up other informal, multipurpose places and spaces where people can be active.
- The Council should develop a detailed approach to securing developer contributions to support the emerging SLP e.g. through a Planning Obligations SPD.
- Sport England's CIL & Planning Obligations Advice Note (or the future Developer Contributions guidance that will supersede it) <https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/community-infrastructure-levy-and-planning-obligations-advice-note-nov-2018.pdf?PmR9OYIbVat6HfqgmmvtKurJ6o1M3d4Z> provides a step by step guide to assist the Council to use the findings of the strategy to secure financial contribution from developers.
- The use of Sport England's Sports Facility Calculator should specifically be referenced with assisting to identify demand for and financial contributions towards halls and pools.
- The Council should look beyond its administrative boundaries in considering the scope of community infrastructure Levy and planning obligations, this is particularly relevant in respect of Prince of Wales Stadium which plays a regional role.

PROVIDE AND PROTECT

### Recommendation 21 – Feasibility Studies

- Any Council investment for future facility development should be subject to a feasibility study to ensure it is financially viable

APPENDIX 1 – Active Design

The foundation principle of ‘Activity for all’ is supported by the remaining principles which are brought together under the three themes of ‘Supporting active travel’, ‘Active, high-quality places & spaces’ and ‘Creating & maintaining activity’.

Figure 24 – Sport England’s Active Design Guidance 10 Principles

The ten principles of Active Design

FOUNDATIONAL PRINCIPLE



**Principle 1 – Activity for all**  
All environments should support physical activity equitably across all ages, ethnicities, genders, and abilities, enabling everyone to be active and build long-term active habits and behaviours. This is essential for the delivery of all the principles of Active Design and is its foundational principle.

SUPPORTING ACTIVE TRAVEL



**Principle 2 – Walkable communities**  
Facilities for daily essentials and recreation should be within easy reach of each other by active travel means, making it more likely that people will make the journey by using active travel modes (defined in Theme 1). Good active travel connections should be provided to extend the range of services that are accessible while remaining physically active.



**Principle 3 – Providing connected active travel routes**  
Encourage active travel for all ages and abilities by creating a continuous network of routes connecting places safely and directly. Networks should be easy to use, supported by signage and landmarks to help people find their way.



**Principle 4 – Mixing uses and co-locating facilities**  
People are more likely to combine trips and use active travel to get to destinations with multiple reasons to visit. Places with more variety, higher densities, and a mix of uses also reduce the perception of distance when travelling through spaces. They also generate the critical mass of travel demand to better support public transport services.

ACTIVE HIGH-QUALITY PLACES AND SPACES



**Principle 5 – Network of multi-functional open spaces**  
Accessible and high quality open space should be promoted across cities, towns and villages to provide opportunities for sport and physical activity, as well as active travel connections and natural or civic space for people to congregate in and enjoy.



**Principle 6 – High-quality streets and spaces**  
Streets and outdoor public spaces should be Active Environments in their own right. They should be safe, attractive, functional, prioritise people and able to host a mix of uses, with durable, high quality materials, street furniture in the right places and easy-to-use signage. High quality streets and spaces encourage activity, whereas poor quality streets and spaces are much less likely to be used to the same degree.



**Principle 7 – Providing activity infrastructure**  
Infrastructure to enable sport, recreation and physical activity to take place should be provided across all contexts including workplaces, sports facilities and public space, to facilitate activity for all.



**Principle 8 – Active buildings, inside and out**  
Buildings we occupy shape our everyday lives, both when users are inside and outside. Buildings should be designed with providing opportunities for physical activity at the forefront, considering the arrival experience, internal circulation, opportunities to get up and move about, and making the building an active destination.

CREATING AND MAINTAINING ACTIVITY



**Principle 9 – Maintaining high-quality flexible spaces**  
Spaces and facilities should be effectively maintained and managed to support physical activity. These places should be monitored to understand how they are used, and flexible so that they can be adapted as needed.

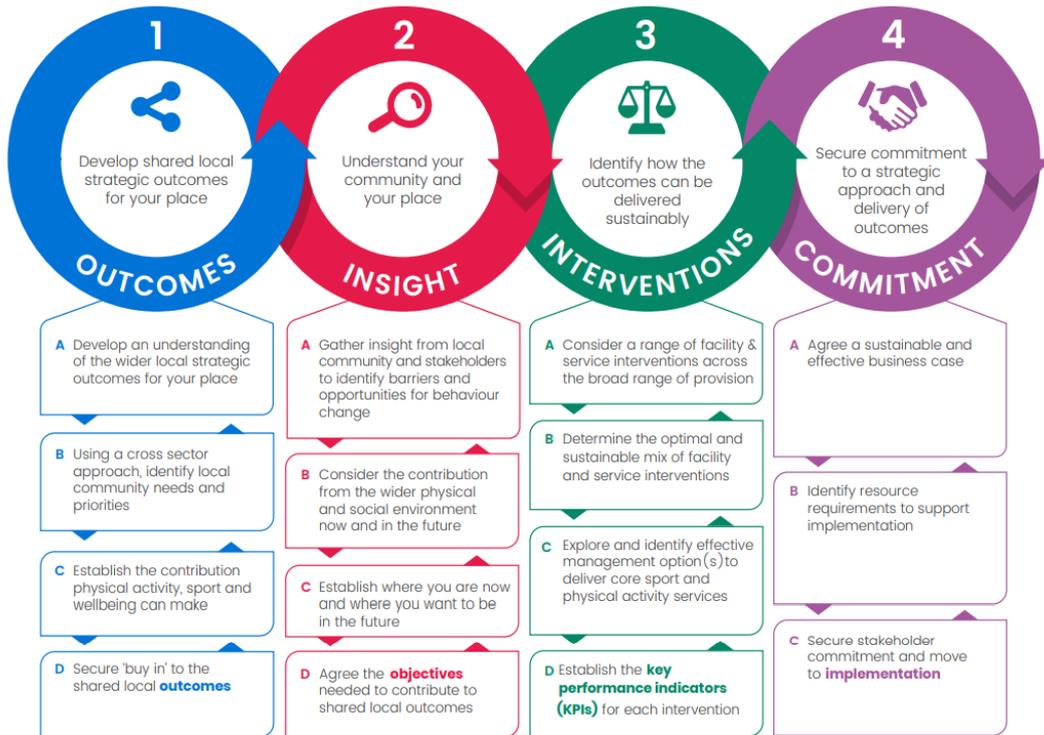


**Principle 10 – Activating spaces**  
The provision of spaces and facilities which can help to improve physical activity should be supported by a commitment to activate them, encouraging people to be more physically active and increasing the awareness of activity opportunities within a community.

APPENDIX 2 – Sport England Strategic Outcomes Planning Guidance

Having a clear, strategic and sustainable approach to sport and physical activity is essential to making effective investment into provision – both facilities and services. Creating a focus and vision on local outcomes, informed by customer insight and delivering interventions (capital and revenue) that affect behaviour change in the target audience, which will ultimately deliver local outcomes for a place.

Figure 25 – Sport England Strategic Outcomes Planning Guidance Model

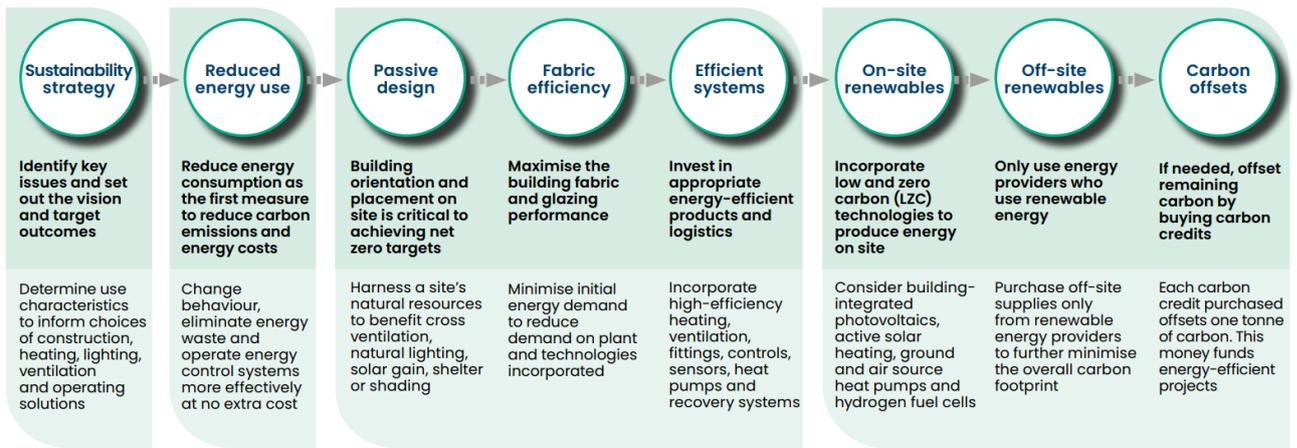


APPENDIX 3 – Sport England Environmental Sustainability Checklist

The diagram below indicates a possible framework for developing a robust strategy for any facility. It is based on a practical and cost-effective approach to achieving environmental sustainability and reducing carbon emissions. It includes:

- Establishing a sustainability strategy early on
- Reducing carbon/ energy consumption
- Improving carbon/ energy efficiency
- Using renewable energy technologies

Figure 26 – Sport England Environmental Sustainability Checklist

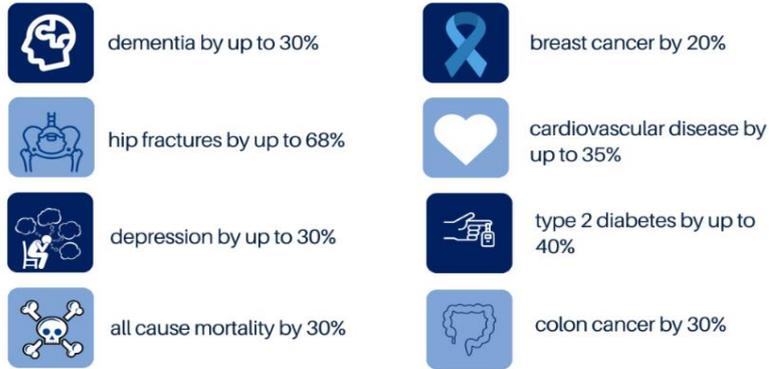


APPENDIX 4 – Benefits of Physical Activity

Figure 27 – Benefits of Physical Activity

## Benefits of Physical Activity

Data shows there is a strong correlation between regular physical activity and reducing the risk of a number of health conditions including;

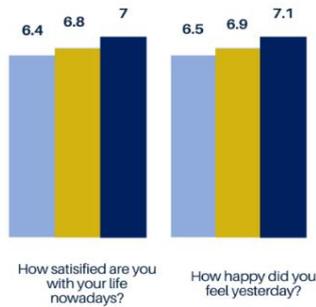


### Mental Wellbeing

**There's a positive association between activity levels and mental wellbeing - some activity is good, more is better**

Sport England's Active Lives survey has demonstrated the positive association between activity levels and mental wellbeing. In the latest survey findings, adults reaching the recommended levels of activity were more 'satisfied with their life' and 'happy' than less active people.

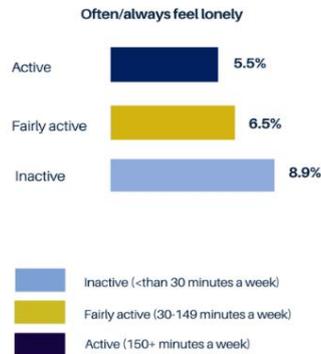
(mean score out of 10)



### Loneliness

**People who engage in sport and physical activity are less likely to feel lonely**

Those who are active are less likely to feel lonely than those who are fairly active, who in turn are less likely to feel lonely than those who are inactive. Many forms of sport and physical activity include a social element, so this is perhaps not surprising.



SOURCE: PUBLIC HEALTH ENGLAND: PHYSICAL ACTIVITY (2018)/SPORT ENGLAND ACTIVE LIVES ADULTS SURVEY NOVEMBER 20-21

**APPENDIX 5 – NGB Consultation Report**

<https://max-associates.com/wp-content/uploads/2023/12/CBC-NGB-Report-FINAL-December-2023.docx>

**APPENDIX 6 – Sports Club Consultation Report**

<https://max-associates.com/wp-content/uploads/2023/12/Appendix-6-CBC-Sports-Club-Survey-Report-Final-December-2023.docx>

**APPENDIX 7 – Schools Consultation Report**

<https://max-associates.com/wp-content/uploads/2023/12/Appendix-7-CBC-School-Management-Survey-Report-Final-December-2023.docx>

**APPENDIX 8 – Town / Parish Council Consultation Report**

<https://max-associates.com/wp-content/uploads/2023/12/Appendix-8-CBC-Parish-Council-Report-Final-18.12.23.docx>

**APPENDIX 9 – Sport England FPMS Runs – Sports Halls**

A full detailed report was presented to the Council in November 2023

**APPENDIX 10 – Sport England FPMS Runs – Swimming Pools**

A full detailed report was presented to the Council in November 2023

**APPENDIX 11 – Latent Demand for Fitness Reports**

A full detailed report was presented to the Council in October 2023

<https://max-associates.com/wp-content/uploads/2023/12/Appendix-11-Latent-demand-for-fitness-Cheltenham-Summary.pdf>

APPENDIX 12 – UKA Athletics Facilities Hierarchy  
[UKA-Facilities-Strategy-14-19-Web.pdf](#)

[EA-Facilities-Strategy-2018-25.pdf](#) (england-athletics-prod-assets-  
bucket.s3.amazonaws.com)

## COMPACT ATHLETICS FACILITIES



### Activity

- Multi-sport/multi activity sites
- Focused on FUNdamentals stage of the Athlete Development Model (Entry Level): Run/Jump/Throw, multi activity, multi event, Fitness, Recreational participation.
- Facility permanently managed and available 7 days a week all year round
- On site development club
- Appropriate number of coaches/teachers and volunteers to support facility activity
- Appropriate Facility Maintenance programme in place
- Sustainable venue Business Plan including equipment replacement fund and sinking fund
- Partnership work local schools
- Strong links with Club Venues
- Meeting place/venue for recreational running activity
- AthleFit, Athletics 365
- Junior Holiday schemes and beginners athletics courses
- Sportshall competitions
- Venue specific risk assessments in place



### Facilities

- Can be a standalone facility or a redesign/development of an existing sports space to accommodate athletics usage (e.g. indoor sports hall, artificial sports pitch, school playground)
- Facility designed for multi-sport and entry level T&F athletics
- Provides basic Run/Jump/Throw opportunities
- Kit of parts: No set, pre-determined layouts with facility options determined by potential users, space and budget
- Shelter provision included for outdoor facilities
- Co-located with other facilities
- Outdoor facilities floodlit to accommodate all year round community use
- Facility certification not required
- Meets minimum operating standards & safety requirements
- Secure, well managed site
- Equipment based upon participant needs
- Appropriate storage provision

## CV - CLUB VENUE



### Activity

- Mixed economy site encouraging multi-sport usage to create a sustainable business model
- Resident club(s) Clubmark accredited
- On site athletics club with a T&F membership of 100+
- Athletics activity focussed on Event Group progression stage of the Athlete Development model and continued track & field participation and recreational/fitness usage
- Low level local competitions and open meets only (Level 1)
- Facility permanently managed and available 7 days a week
- Programmed a minimum of 4 nights per week
- Appropriate number of coaches and volunteers to support club activity
- Appropriate Facility Maintenance programme in place
- Multi-sport sustainable venue Business Plan including equipment replacement fund and sinking fund
- HCAF approved Athletics development Plan in place
- Strong links with satellite Compact Athletics Facilities
- Meeting place/venue for recreational running activity
- Venue specific risk assessments in place



### Facilities

- Meets athlete/participant training needs
- UKA approved outdoor/indoor surface
- Co-located with other facilities
- Facility designed/focused on flexible multi-sport usage
- Secure, well managed site
- Range of equipment based upon participant needs
- Clubhouse/social provision to support club/facility development & sustainability
- Facility certification optional

#### Outdoor specific

- Natural turf infield: For sustainable sites and/or clubs with a strong long throws section
- Artificial infield: To support increased multi-sport usage and increased revenue generation (subject to local needs assessment and consultation with club and HCAF)
- Floodlighting suitable for multi-sport training

#### Indoor specific

- Multipurpose Indoor facility suitable for athletics training
- Laned, spike resistant surface (desirable)
- Basic throws and jumps provision (desirable)

## ROCV - REGIONAL OUTDOOR COMPETITION VENUE



### Activity

- Athletics takes primacy at the site with significant year round athletics activity and/or venue subsidy that allow uncompromised access to high quality track and field competition and training facilities
- Athletics activity focused on the Event specialisation stage of the Athlete Development Model: Aspiring performance athletes
- Hosts a minimum of 5 permitted T&F competitions per year
- Anchor club(s) has active T&F Membership of 200+
- Facility permanently managed and available 7days a week
- Programmed a minimum of 4 night per week for athletics
- Appropriate number of volunteers to support club activity
- Appropriate coaching infrastructure to support athlete development programmes
- Appropriate Facility Maintenance programme in place
- Resident club(s) Clubmark accredited
- Strong links with feeder Club Venues
- Sustainable venue Business Plan including facility sinking fund and equipment replacement fund
- HCAF approved Athletics Development Plan in place
- Used for coach education and training squads
- Venue specific risk assessments in place



### Facilities

- Fully IAAF/UKA compliant (including measurement survey)
- 6-8 lane 400m track
- UKA Competition certified
- Solid, Prefabricated track surface (desirable)
- Independent track surface test every 5years (desirable)
- Capable of hosting UKA permitted competitions (Level 2-4)
- Full IAAF/UKA equipment provision (training & competition)
- Good local transport links
- Adequate Car/Coach parking
- Secure, well managed site
- Adequate ancillary areas: Registration, Officials Room etc
- PA system
- Infield suitable for all field events
- Floodlit to UKA specification
- Covered spectator seating available
- Indoor warm up area (desirable)

### APPENDIX 13 – Pittville School Community Use Agreement

<https://max-associates.com/wp-content/uploads/2023/12/Appendix-12-Pittville-School-Community-Use-Agreement-915777.pdf>

### Disclaimer

Although the information in this report has been prepared in good faith, with the best intentions, on the basis of professional research and information made available to us at the time of the study, it is not possible to guarantee the financial estimates or forecasts contained within this report.

Max Associates cannot be held liable to any party for any direct or indirect losses, financial or otherwise, associated with any information provided within this report. We have relied in a number of areas on information provided by the client and have not undertaken additional independent verification of this data.