

Leisure Provision – Scoping Paper

Community & Regeneration Team

January 2019

Healthy 
Wealden


Wealden
District Council

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1.0 Introduction to Wealden

Wealden is the largest rural District in the County of East Sussex. It covers almost 835 square kilometres and is made up of a dispersed and varied settlement pattern comprising small market towns, villages and hamlets. Each settlement has its own unique characteristics and functions, depending on its location and historical influences. Residents and visitors can enjoy the outstanding beauty and heritage of Wealden's landscape and environment.

There are five main towns within Wealden - Crowborough, Hailsham, Heathfield, Polegate and Uckfield. Half of the District's population of around 159,000 live outside the towns. This creates particular challenges for local service provision. Not being able to access local services can have negative impacts on an individual's health and wellbeing as well as other issues that are associated with living in a rural area such as loneliness and social isolation. Such issues do not impact solely on the aging population- younger adults also report feeling lonely.

According to Wealden's District Council's Wealden Local Plan the lack of infrastructure has restricted investment in the local economy, and impacted upon access to employment and leisure opportunities for residents within the District.

Therefore through the Wealden Local Plan and the Wealden Corporate Plan 2019-2023, the Council aims to;

1. Protect and enhance Wealden's high quality natural environment and heritage
2. Promote a better quality of life for Wealden people through activities that improve health, resilience and well-being
3. Improve access to essential services for all our communities
4. Ensure development meets future needs, with associated investment in infrastructure
5. Take advantage of opportunities to promote new, cleaner technologies
6. Work with partners to regenerate our diverse market towns, creating jobs and attracting investment
7. Support our local businesses and entrepreneurs to achieve a locally sustainable economy
8. Generate ongoing sources of income to reinvest in local priorities and optimise funding from external sources

Under the key theme of 'Communities' a number of objectives will contribute to Wealden's communities having the opportunity to enjoy an excellent quality of life through:

- Active, healthy and fulfilling lifestyles
- Thriving community clubs, sport, recreation and leisure
- Encouraging and promoting better leisure, sporting and recreational facilities across the District
- Supporting initiatives to address changing health needs across the District, including work on dementia and social isolation
- Seeking opportunities to invest in more modern GP surgeries and local health hubs in Wealden

The Council will continue to build on the efficiency gains that have been made so far and will supplement this by adopting a more commercial approach to identifying

ways the council can generate new revenue streams. In 2017 the Council adopted a Commercial Strategy 2017 which provides a framework for activities that will:

- Form an essential part of the solution to the funding gap, which has arisen due to public sector budget cuts, a restructuring of how local authorities are funded and increasing demographic pressures;
- Potentially lead to the generation of disposable income, to provide additional resource to meet the council's ambitions and statutory duties for Wealden as set out in other strategies and plans and
- Deliver functions, services and outputs that bring benefits to local people and in doing so helps meet Corporate Plan objectives.

Wealden's commercial strategy is twofold:

- 1 Create a more commercial culture: and
- 2 Diversify the Council's commercial portfolio.

2.0 Sport and Physical Activity - An introduction

Sport is defined by Sport England as 'all forms of physical activity which, through casual or formal organised participation, aim at expressing or improving fitness and mental well-being, forming social or obtaining results in completion at all levels'.

Physical Activity is defined as 'an all-encompassing term that includes active living*, active recreation*, health related activity, exercise and play'.

Wealden District Council works with a wide range of partners to promote physical activity, health and wellbeing and has long valued the important role that sport and physical activity can play in improving quality of life for both residents and visitors. The Council has committed significant investment in the leisure centre facilities over the past 15 years as well as supported the local community and voluntary sector through the community grant funding programme which has helped fund sports pavilion, community hall and playing pitch and open space improvements, sports equipment and community/ event related initiatives. The Council has more recently secured and invested into two Sites of Accessible Natural Greenspace (SANG's) within the district enabling local communities to enjoy further outdoor recreational opportunities.

Additionally, the Council published its '*Healthy Wealden – A Health and Wellbeing Strategy 2017-2020*' in autumn 2017. It identifies the significant role that Wealden District Council has in delivering the public health agenda.

The strategy identified three broad health and wellbeing themes to prioritise for Wealden residents:

1. Tackling obesity;
2. Increasing physical activity; and
3. An increasingly aging population creating a series of additional needs.

The strategy included a number of key health measures and these were used to illustrate the strategy.

Following the adoption of the Wealden Local Plan, the Council is required to facilitate the delivery of 9,235 new homes within the district by 2028. This will result in an estimated population growth of over 17,500 people. If new residents are to enjoy the same level of sport and physical activity opportunities as existing residents then additional facilities and services are required.

There is pressure on public finances and this has implications for Council services. We have witnessed a shift for services to be provided by partners and organisations within the voluntary sector. There has been a further shift towards personal and community resilience against a backdrop of financial austerity, and an increasing emphasis on the promotion of healthy lifestyles to reduce demand on, and therefore cost to, the NHS

The reduction in resources has also affected Sport England and the governing bodies for sport. Development work and cyclic maintenance costs are becoming increasingly difficult for voluntary organisations to meet. The tensions between the pressure on public finances and population growth mean that a strategic approach to sport and physical activity is now essential. This paper responds to those tensions and other factors, which collectively provide a context for this work.

***Active Living** – is defined as ‘a way of life in which physical activity is valued and integrated into daily living including active transport, gardening, everyday walking, everyday cycling and DIY’.

***Active Recreation** – is defined as generally unstructured activity that individuals freely pursue in their own time for a sense of enjoyment that also benefits their physical, social and emotional wellbeing and includes exercise, play, dance, walking, cycling, and swimming for leisure and aerobics.

3.0 Strategic context

During the production of this report, desk research has been undertaken and a number of conversations with our leisure provider (Freedom Leisure), partners and neighbouring local authorities have taken place. A number of papers and previous research has influenced this report, including:

- the Wealden Local Plan
- the Council's Corporate Plan 2019-2023
- The Council's Adopted Commercial Strategy 2017
- Healthy Wealden – A Health and Wellbeing Strategy 2017-2020
- Wealden Playing Pitch and Outdoor Sports Needs Assessment
- Wealden Open Space Study
- Wealden Indoor/Built Sport Facility Needs Assessment
- National Planning Policy Framework
- Sport England Strategy – Towards a n Active Nation' 2016-2021
- Analysis of Wealden's existing sport and leisure provision
- The open space and sport facility needs
- Performance data from Freedom Leisure- Wealden's leisure centre operator

4.0 Purpose of this paper

The purpose of this paper is to:

- Formalise the Councils leisure, health and wellbeing goals within a single document
- Identify infrastructure required to meet the needs of a growing population
- Provide a platform to ensure partners and stakeholders understand the Council's health and wellbeing priorities and thus what they can expect or achieve through working in partnership with us
- Support and strengthen the capacity of all statutory, community and voluntary organisations to adopt and build upon improving health and wellbeing
- Ensure that the Council maximises opportunities to enhance infrastructure to be delivered or funded by developers as a consequence of housing growth
- Reviewing our current leisure provision, identifying a variety of fitness industry business models and examples of best practice
- Provide a framework for future decision making and measuring outcomes that will support health and wellbeing initiatives and facility improvements

5.0 Health and Wellbeing – The Challenges

We are all living longer, which is putting increasing financial pressures on the NHS and local government. We want as many of those years to be as fulfilling and as healthy as possible so it is important to work in with partners to ensure people stay physically fit and mentally well. The East Sussex Health and Wellbeing Board strategy: 'Healthy Lives, Healthy People: 2016-2019' summed up the challenges with the following stark message;

“The world has changed and so have the demands on health and social services. Society is living longer and as we get older, more people have conditions such as heart disease, dementia or diabetes that need long term support. As a consequence services designed in the 1940's no longer fit the way we live our lives today. Continuing with the way things are in East Sussex will lead to a £200 million funding gap by 2018. Doing nothing is not an option’.

(Source: Healthy Lives, Healthy People 2016 – 2019. East Sussex Health and Wellbeing Board).

According to the Health and Wellbeing strategy, Wealden District Council face a number of issues in the short to medium term, see page 7. These include;

- Increasing number of households
- Growing population
- Aging population
- Revenues and incomes
- Reduced Government funding, resources and services.



Wealden's **population is aging**, by 2024 the number of people aged 65+ will have increased by 15%

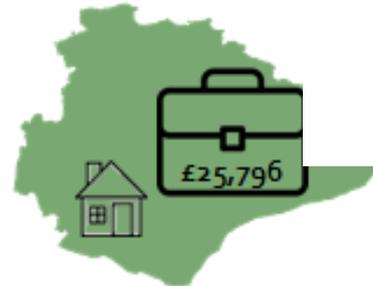
In the next four years residents of **working age** (16-65) living in East Sussex is going to drop by 0.2%



The Local Plan estimates there will be over **14,000 new houses** in Wealden by 2028

The average full-time salary of someone living in, but working outside of East Sussex is £28,000 - 7.3% lower than the

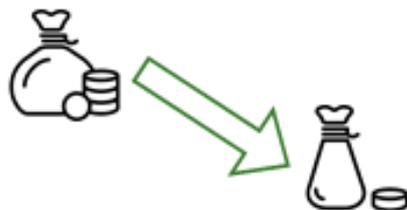
South East average



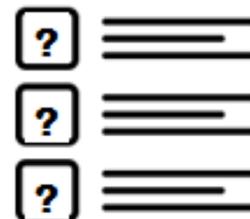
The average full-time salary of someone living and working in East Sussex is £25,796 – this is **14.6% lower than the South**

East average

People in the most deprived areas are almost twice as likely to be inactive as those in the least deprived areas



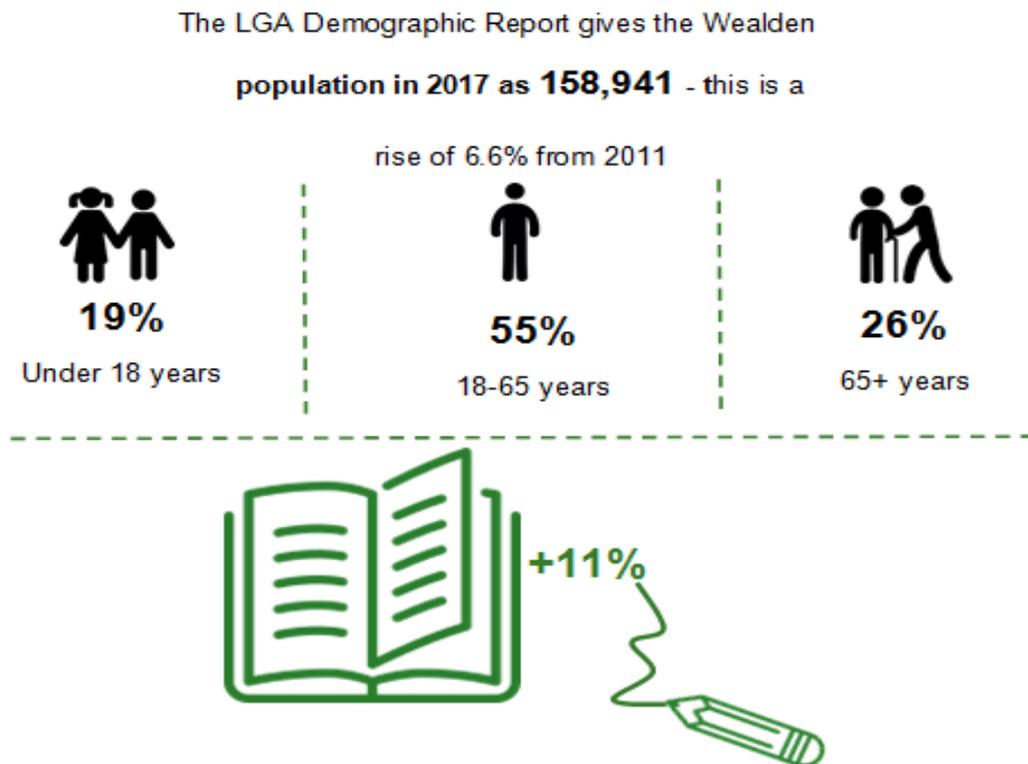
Reduced resources and services due to austerity



Political uncertainty - namely Brexit

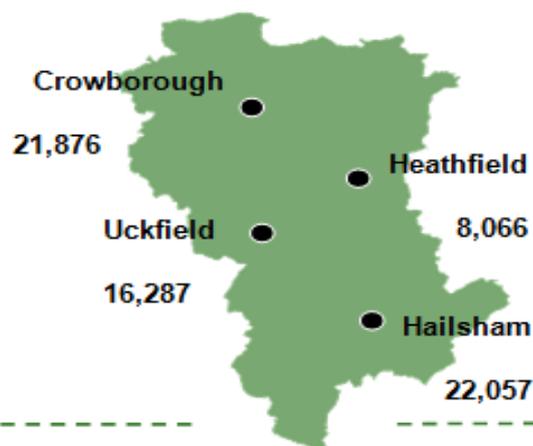
6.0 Population, economic pressures and market segmentation

As mentioned in the previous section, Wealden District will face an unprecedented rise in its population and faces a number of subsequent economic pressures in the next ten or so years. The graphic below looks at this in more detail:



Following adoption of the Local Plan the Wealden population is estimated to rise to **176,511** in the next 10 years

Wealden's population is centred around four main towns;



The Wealden population is aging;



Icons made by; Freepik, Smash Icons & Zlatko Najdenovski from www.flaticon.com

A brief consideration of the ACORN population types who are more likely to be interested in exercise and sport indicates the following groups:

Asset rich families	28% more likely
Financially comfortable families	34% more likely
Well-off edge of towners	38% more likely

However, the high prevalence of likely population types around Crowborough alongside lower attendance figures than either Hailsham or Uckfield suggests that the Freedom Leisure market has a different profile, meeting the needs of other population groups.

The service specification of the leisure contract measures how Freedom Leisure encourage healthier lifestyles through targeted physical activity programmes as well as focusing on those residents that use the leisure centres for exercise and sport.

The contract therefore encourages the operator to adopt a wider remit (to that of the private sector) in order to meet the diverse needs, wants and usage of the population they serve.

This would appear to be borne out by the high attendance figures achieved at the Hailsham Leisure Centre, where the local demographics do not generally reflect the most likely ACORN population types.

A good public leisure service will consider the needs of all whilst having a strong understanding of the local market and customer base.

7.0 The case for Sport and Physical Activity

The case for sport and physical activity has been well made at a national level through the government's 2015 strategy 'Sporting Future: A New Strategy for an Active Nation'

The strategy focuses on five key benefits of sport and activity nationally, these being:



Within the same document the added value of sport and physical activity at a local level have been expressed in terms of impact on;



8.0 Physical Activity and Health Improvement

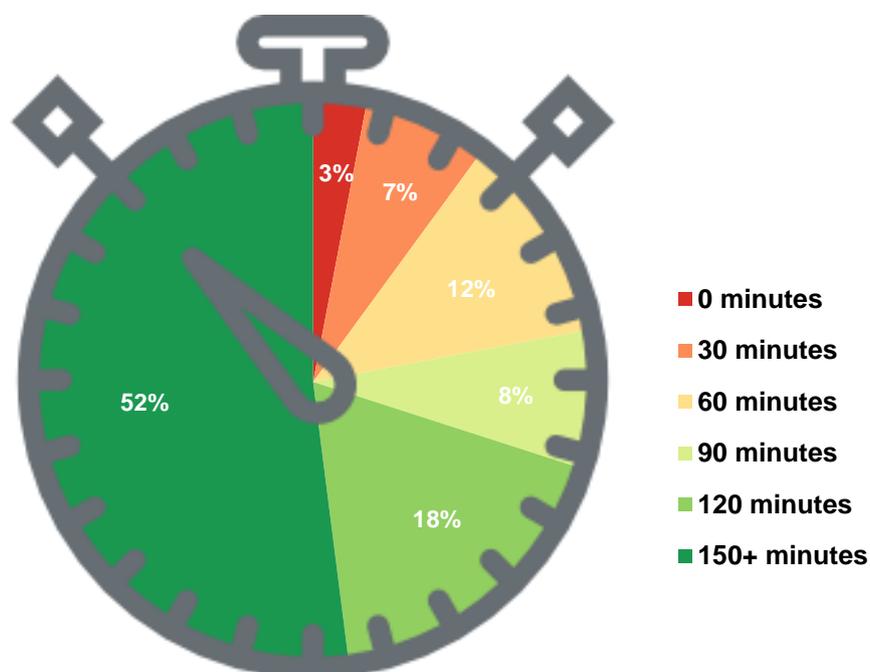
Improving health is a key priority for both Wealden District Council and its many partners.

Regular sport and physical activity is proven to have a direct and positive impact on our physical health and general wellbeing.

Physical health benefits include helping to combat obesity, reducing the risk of coronary heart disease, reducing the risk of stroke and hypertension, preventing and helping the management of diabetes, prevention or reduction of osteoporosis, reductions in falls among older adults and minimising the effects of arthritis. There is further research that regular attendance at open spaces i.e. playgrounds, parks, recreational grounds etc. helps to improve mental health and emotional wellbeing including reducing stress and anxiety as well as raising self-esteem, confidence and sense of purpose.

Sport England suggests adults undertake a minimum of 150+ minutes of physical activity per week. The recommendation is 30+ minutes for children per day. However, just 52% of respondents in the Councils Healthy New Year Survey (January 2018) said they take part in 150+ minutes of weekly activity and nearly a quarter of respondents said they do less than 60 minutes of physical per week. This contradicts the data provided by Sport England which states 61% (falling from 69% two years ago) of Wealden residents undertake the recommended level of physical activity.

The diagram below breaks down physical activity levels according to WDC's New Year Health Survey:



The prevalence of overweight and obesity has increased substantially in all societies across the globe during last three decades.

This is a major public health concern because obesity has far-reaching negative effects on health including increased risk of:

- Type 2 diabetes
- Cardiovascular disease
- Certain types of cancers
- Even mortality are directly proportional to the degree of obesity

Sport England, estimates 12.3million people are in danger of becoming type 2 diabetic (over 1 in 5 of the population).

According to the Councils' Health and Wellbeing Strategy and The State of Child Health in East Sussex (Annual report of the Director of Public Health):



64% of adults in Wealden are classified as overweight or obese



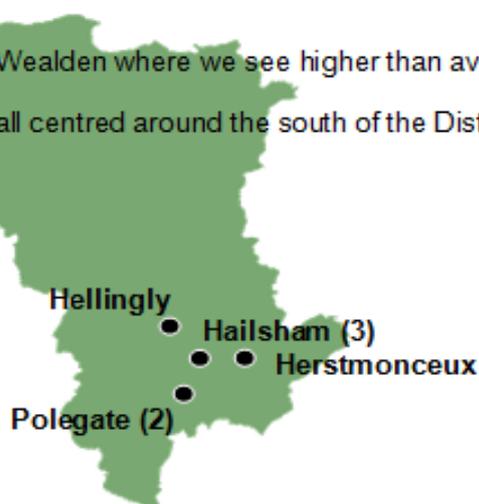
25% of nursery aged children in East Sussex are classified as overweight

Wealden has an obesity rate amongst year

6 aged children of 15.7%



There are seven wards in Wealden where we see higher than average GP reported obesity, all centred around the south of the District;



Health and Wellbeing - statistics

Wealden

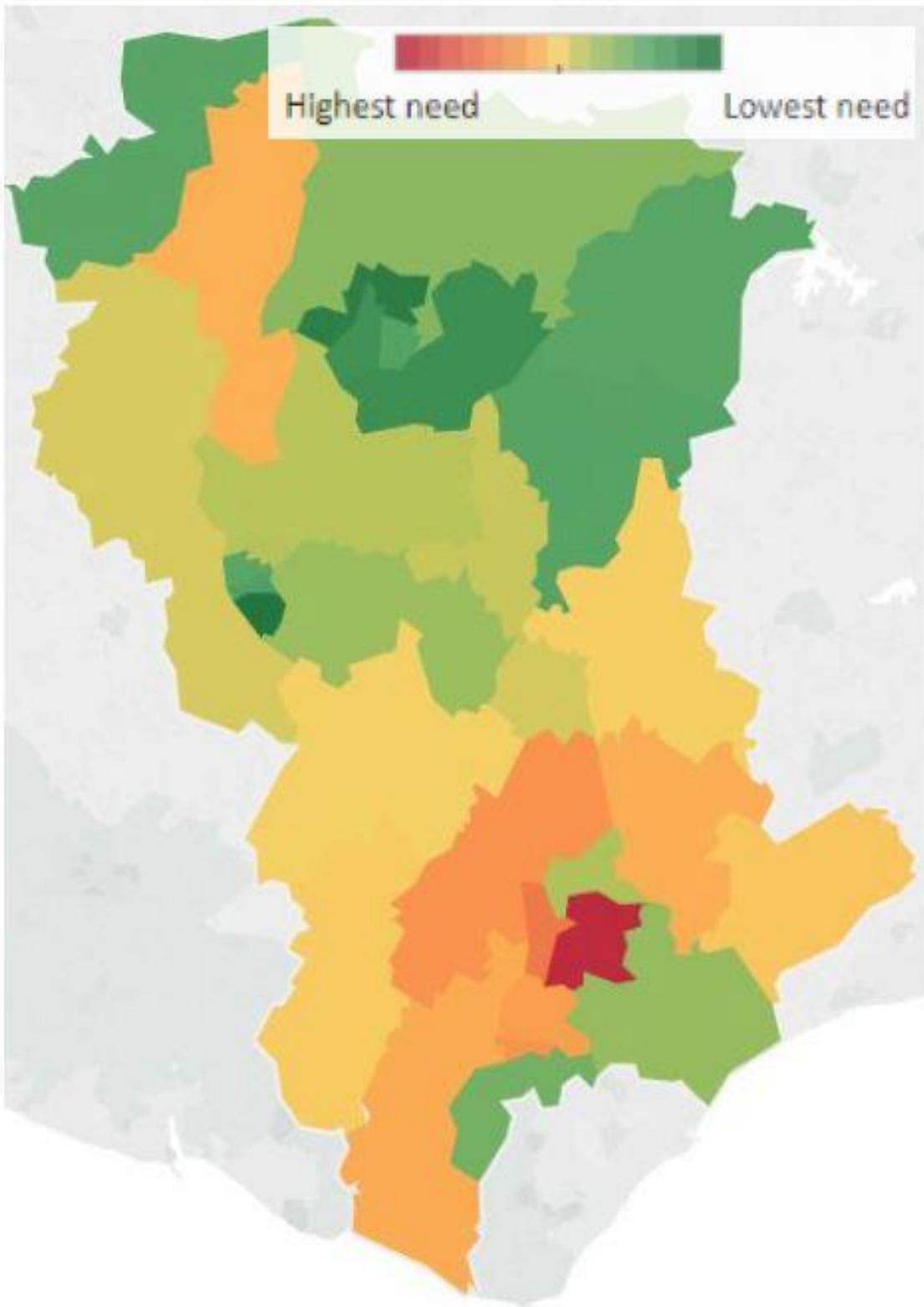
- 81.7 years is the life expectancy of males, compared to the national average of 79.2
- 84.7 years is the life expectancy for females, compared to the national average of 83
- There are 15,526 patients on dementia registers
- 4% of the population report their health as being 'bad' or 'very bad'
- 18% of people self-report having a limiting long-term health problem or disability
- Pevensey and Westham (138 per 1,000) has the highest rate of depression – the highest for all East Sussex wards and districts
- There are 7,414 persons aged 17 years and over on GP diabetes registers
- Wealden has the lowest percentage of working age adults accessing NHS dental services and significantly lower percentage than East Sussex. This is lowest in the least deprived areas i.e. south of the District

Nationally

- 17% of deaths are caused by inactivity. International comparison shows physical inactivity is a greater cause of death nationally than almost every other economically comparable country
- £7.4bn is the estimated figure that physical inactivity costs the national economy in healthcare, premature deaths and sickness absence
- £1,760 – £6,900 can be saved in healthcare costs per person by taking part in sport
- UK is rated 123 out of 168 nations in the physical activity league table
- 3rd highest rate of obesity in Europe
- UK now has a higher percentage of obese 11 year olds than the USA
- It is the government's ambition to half childhood obesity by half by 2030

(Source: Sport England)

“Sport and physical activity plays an essential role in helping the Council to achieve a wide range of objectives in relation to employment, social inclusion, regeneration, community safety, crime prevention, lifelong learning and health improvement” - WDC’s Health and Wellbeing Strategy, 2017



Map above, shows the inactivity need in Wealden District by wards (Source: Active Sussex)

9.0 Sport, Physical Activity and Economic Development

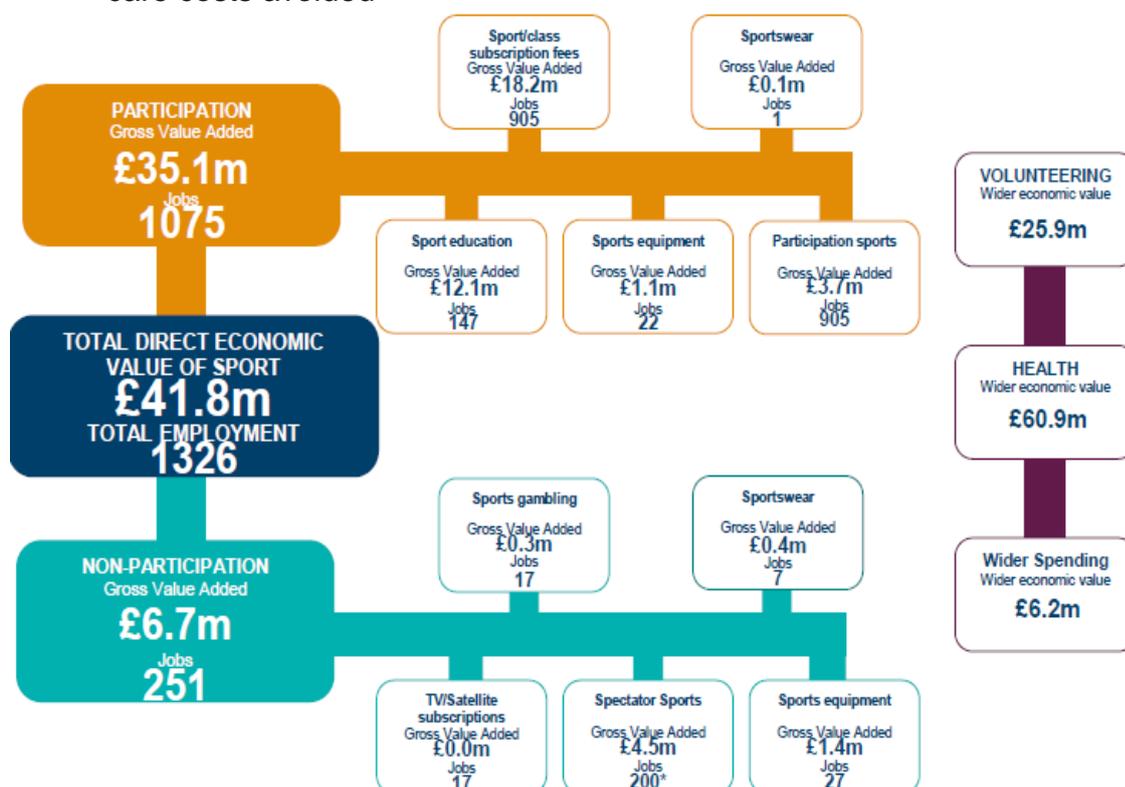
Sport and Leisure facilities can play an important role in enhancing the image of the District as a place to live and do business in. As participation in sport and leisure increases so does participant expenditure, bringing with it economic growth and expansion.

In order to optimise inward investment and economic development, leisure should play a key role within the wider placemaking agenda. Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.

Sport England estimates £20.3bn was contributed to the English economy in 2010 through sport and leisure.

Research undertaken by Sport England and Active Sussex for the Wealden district indicates that activity, recreation and leisure add the following value to Wealden's economy:

- £35.1m from people directly participating in sport
- £6.7m from wider non- participation interests
- £41.8m – total of the above (direct participation and non-participation).
- 1,326 jobs in the sport and leisure industry
- £25.9m value that volunteering brings to the local economy
- £60.9m economic value through improved quality and length of life plus health care costs avoided



The diagram on page 15 shows the economic value of sport and leisure for Wealden and the tables below shows how Active Sussex calculated this economic value:

Total direct economic value of sport	Gross Value Added:	£41.8m
	Jobs:	1326

Participation	How it is calculated?	Gross Value Added	Jobs
Sport/class subscription fees	Local area jobs in sports activities (SIC 93.1) multiplied by national expenditure per job	£18.2m	905
Participation sport	Local area participation in participation sports multiplied by national expenditure per participant	£3.7m	
Sports equipment	Local area jobs in retail sale of sporting equipment in specialised stores (SIC 47.64) and manufacture of sports goods (SIC 32.3) multiplied by national expenditure per job multiplied by the national share of sports equipment for participation	£1.1m	22
Sportswear	Local area jobs in retail sale of sporting equipment in specialised stores (SIC 47.64) and manufacture of sports goods (SIC 32.3) multiplied by national expenditure per job multiplied by the national share of sportswear for participation	£0.1m	1
Sport education	Local area school age population multiplied by England expenditure per school age person plus user input FE students in sports related course multiplied by England expenditure per student	£12.1m	147
<i>Total participation</i>		£35.1m	1075

Non-Participation		Gross Value Added	Jobs
Spectator sports	Local area jobs in sports activities (SIC 93.1) multiplied by national expenditure per job	£4.5m	200*
Sports equipment	Local area jobs in retail sale of sporting equipment in specialised stores (SIC 47.64) and manufacture of sports goods (SIC 32.3) multiplied by national expenditure per job multiplied by the national share of sports equipment for non-participation	£1.4m	27
Sportswear	Local area jobs in retail sale of sporting equipment in specialised stores (SIC 47.64) and manufacture of sports goods (SIC 32.3) multiplied by national expenditure per job multiplied by the national share of sportswear for non-participation	£0.4m	7
Sports gambling	Local area jobs in gambling and betting (SIC 92) multiplied by national expenditure per job plus user input of online betting jobs	£0.3m	17
TV/satellite subscriptions	Local area jobs in television programming and broadcasting activities (SIC 60.2) multiplied by national expenditure per job	£0.0m	
<i>Total non-participation</i>		£6.7m	251

9.1 Most popular sports and activities in Wealden District

According to Sport England's Active People Survey 9, the most popular sports for adults in Wealden District are:

- Swimming
- Cycling
- Fitness and conditioning
- Exercise classes
- Football
- Golf

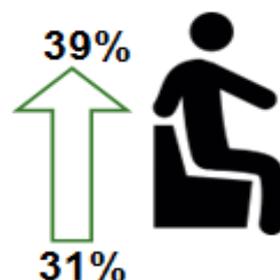
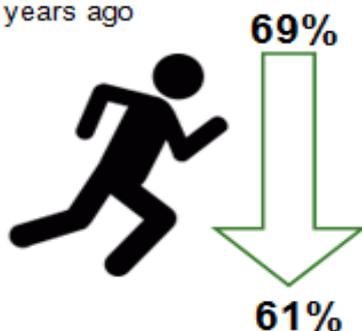
There is an estimated 14,000 visits to a gym or swimming pool by Wealden residents each month.

Some sports show significantly higher participation rates than regional averages. For example, cycling (12.4% for the district verses 8.1% for the region) whereas the athletics participation rate is much lower (9.6% for the district verses 6.7% for the

region). This could be because of the lack of athletic facilities found within the district, as detailed in section 15.

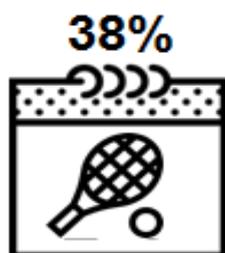
Further highlights from the Sport England Active People Survey are below;

There are now 8% fewer adults in Wealden taking part in 150+ minutes of physical activity each week compared to two years ago



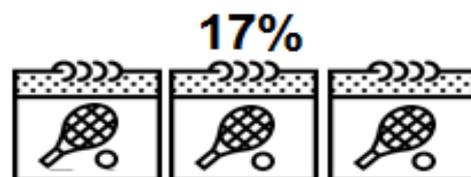
This means in the last two years there has been an 8% rise in the number of people in Wealden doing either less than 30 minutes or between 30-149 minutes of physical activity

The national average is currently 55.6% of people taking part in 150+ minutes of physical activity each week, which is still less than the Wealden level



38% of adults in Wealden take part in sport at least once a week; the national average is 35.8%

17% of adults in Wealden take part in sport three times a week; then national average is 18%



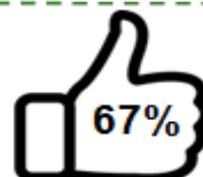
50% of residents do not participate in any form of sport ...

However,

52% of these people would like to take part in sport, demonstrating a demand



13% of the Wealden population are regular sports volunteers



67% are satisfied with the sporting provision in Wealden

Icons by Free plik, Smash Icons, Gregor Cresner & Tomas Knop on www.flaticon.com

10.0 The Landscape Now – Public and Private Sector Provision

Delivery Models for Leisure Provision

Since 2000, a large number of bespoke delivery models for public and private leisure provision have been employed by Local Authorities to deliver leisure services to local communities, including:

- In house provision
- A trust model (such as Freedom Leisure)
- A more commercial model with a private sector operator
- Local Authority Trading Company (LATC)
- Public Sector Mutual (PSM)
- Freehold transfer/ long lease (asset transfer)

Between the in-house option and private sector option, there is a range of delivery models. All have the duty to contribute to the health and wellbeing and prosperity of the population they serve and the priorities of the area they operate in.

Pages 19-22, provides a breakdown of key features, pros and cons and examples of three of the main leisure delivery models currently available:

Delivery Model		Information
1. Trust Option	Key Features	<p>The Trust Option involves the establishment of a new local Trust or potentially entering into arrangements with an existing Trust. “Trust” is short hand for a charitable entity, established as a</p> <ul style="list-style-type: none"> •Company limited by guarantee •Community benefit society •Charitable incorporated organisation <p>Registered and regulated by the Charity Commission or HMRC and operate in a highly transparent and accountable regime.</p>
	Key Advantages and Disadvantages	<p>Social enterprise in its true meaning – operating in a dynamic, entrepreneurial way but for a social purpose.</p> <p>Single focused, meaning all energies and resources are focused on achieving one purpose -the health and wellbeing of the local area.</p> <p>Prohibition on the distribution of surpluses which means 100% of any surplus is reinvested to improve the health and wellbeing of the local community.</p> <p>Opportunity to harness public / private sector expertise on the board to help achieve business plan objectives and drive forward continuous service improvement.</p> <p>Tax exempt and tax attractive, thus maximising finite public sector resources to optimise social impact.</p> <p>Proven track record in delivering and safeguarding public sector services</p> <p>Relatively low risk option for a local authority.</p>
	Examples	<p>Examples of the Trusts working in partnership with local authorities and having a significant impact on the health and wellbeing of their local areas, including</p> <ul style="list-style-type: none"> •Active Luton •Awen Leisure •Aneurin Leisure •Active Life <p>Also examples of Trusts managing and operating a wider portfolio of local authority</p>

		services, including arts, culture, libraries, parks, youth services and music services.
2. Public Sector Mutual	Key Features	<p>Originally launched by the Coalition Government, PSMs remain central to the current Government’s policy on public sector service delivery and are specifically referred to in the “Civil Society Strategy” launched earlier this year.</p> <p>Defined as an organisation which:</p> <ul style="list-style-type: none"> •Has left the public sector (“spun out”) •Continues to deliver public services •Aims to have a positive social impact •Has a significant degree of staff influence or control in the way it is run <p>This definition does not prescribe a legal form so a PSM can be established in any legal form.</p> <p>A significant number of PSMs have been established a co-operatives which has its origins in the mutual movement.</p> <p>However, you cannot be a bona fide co-operative and a charity, so a number of PSMs have been established as charities (where charitable benefits are relevant) but with significant staff involvement in the decision – making process.</p>
	Key advantages and disadvantages	<p>Typically established by a staff group spinning out from the Council so success (as with any delivery model) will very much depend on leadership.</p> <p>Depending on type of legal model, may have an “asset lock” meaning any surpluses are reinvested in the service.</p> <p>Operate in a more dynamic, entrepreneurial way, empowering staff and encouraging innovation.</p> <p>Not necessarily eligible for charitable benefits but can, potentially, attract funding available for social enterprises.</p> <p>Can achieve greater efficiencies.</p> <p>Opportunity to expand and diversify by providing services to other authorities.</p> <p>Early examples have demonstrated significant social impact.</p>

	Examples	<p>Majority of PSMs operate in health / welfare services</p> <p>Government remains committed to PSMs and the DCMS Mutuels Team has designed a package of support measures, including funding, which remains available until the end of the current Parliament (March 2020)</p>
3. Local Authority Trading Company	Key Features	<p>LATCs are not necessarily new however, increasingly being used by local authorities as part of the “commercialisation” of local government services</p> <p>Local government legislation places restrictions on local authority trading</p> <p>If a local authority is proposing to trade for a profit, it must trade through a company (LATC)</p> <p>Most local authorities now have LATCs, or are considering them</p> <p>Typical services include:</p> <ul style="list-style-type: none"> •Highway services •Building services •FM services •Care services <p>However, now seeing LATCs being used for leisure services</p> <p>LATCs must be established as one of the following</p> <ul style="list-style-type: none"> •Company limited by shares •Company limited by guarantee •Community interest company •Co-operative and community benefit society <p>Typically wholly owned by the local authority but could be a joint venture company</p> <p>Usually the board of directors is made up of nominees from the Council (officers and members) but could, also, include independents with specialist/sector relevant skills</p>
	Key advantages and disadvantages	<p>Operate at arm’s length to the local authority, so can operate in a more commercial, dynamic way</p>

		<p>If “controlled” by the local authority, it can be appointed to manage the services without competition</p> <p>This is referred to on the “TeckalExemption”</p> <p>Two key tests:</p> <ul style="list-style-type: none"> •Controlled by the local authority •Provides 80pc of its services to the local authority <p>If a Teckal company, the tests are applied very strictly but an opportunity to trade up to 20% with other authorities/bodies</p> <p>If a non-Teckal company, it can trade without limitation</p> <p>Opportunity for local authorities to maximise the profit from the income generating services, to support non-income generating services</p> <p>LATCs are unlikely to be charities and will be liable to corporation tax and VAT</p> <p>Possible, however, to structure an LATC as an “eligible body” for VAT in relation to sporting supplies.</p> <p>This will require specialist VAT advice and, potentially, an HMRC ruling.</p>
	Examples	<p>Application to leisure is still relatively new</p> <p>Some recent examples:</p> <ul style="list-style-type: none"> •Newark & Sherwood DC-Active 4 Today •Knowsley MBC -Volair •Trafford MBC -Trafford Leisure CIC

*Information taken from PowerPoint presentation ‘Public Services for the future- an independent view of challenges and solutions to developing community focused public leisure services’. November 12 2018 (APSE/ CLOA/ LGA/ SPORTA)

10.1 State of the UK Fitness Market

There has been an increase in the prevalence of private gyms and health & fitness facilities, with a consequent increase in competition and consumer choice. The 2017 State of the UK Fitness Industry report states;

“The UK health and fitness industry continues to grow. This growth is being primarily driven from the private sector, which has more clubs, more members and a greater market value than ever before.

There are now over 9.7 million fitness members in the UK, which has boosted the penetration rate to an all-time high of 14.9%. One in every seven people in the UK is a member of a gym.

The industry has experienced another year of growth over the twelve-month period to the end of March 2017, with increases of 4.6% in the number of fitness facilities, 5.1% in the number of members and 6.3% in market value. However, clear variations are seen between the performance of the public and private sectors in the key metrics over the last 12 months.

The low cost market has continued to be the main driving force behind the private sector growth over the last 12 months. There are now over 500 low cost clubs, which account for 15% of the market value and an impressive 35% of membership in the private sector.

The UK’s leading operators, in both the public and the private sectors (by number of clubs and members), remain the same as last year: Pure Gym and GLL, with 176 and 167 gyms, respectively.

Commenting on the figures, David Minton, Director of LeisureDB said: “...further growth will only be limited to the imagination of those pushing the boundaries. The signs are there that the industry is likely to hit several milestones in the next 12 months. The number of gyms is on course to go over 7,000 for the first time, total membership to exceed 10 million, market value to reach £5 billion and the penetration rate should easily surpass 15%”.

Summary of National Key Facts on fitness facilities

- There are now 6,728 fitness facilities in the UK, up from 6,435 last year
- Total industry membership is up 5.1% to 9.7 million
- Total market value is estimated at £4.7 billion, up 6.3% on 2016
- The UK penetration rate is 14.9%, compared to 14.3% in the previous year
- 272 new public and private fitness facilities have opened in the last 12 months, up from 224 in 2016

10.2 Why provide Leisure Centres?

The Public Services (Social Value) Act 2012 is a duty on all local authorities to consider how the services they procure will improve the economic, social or environmental wellbeing of the area.

Adding value to communities

- Social value
- Health needs are increasing and leisure facilities offer affordable activities for all ages
- Jobs, apprenticeships and work experience for local people
- Engagement of citizen's deemed 'hard to reach'
- Involvement in and running of local events e.g. Local 10k, Park Runs etc.
- Use of local supply chains and contribute to the local economy

Public leisure services are critical to achieving key social outcomes for a local area (as shown in section 7) and evidence has shown a positive impact on:

- Mental and physical wellbeing
- Economic prosperity
- Educational attainment/ Personal Development
- Social Inclusion and Loneliness
- Community cohesion

There are a number of positives outcomes for providing leisure centres, including:

- Provision of public swimming: Learn to swim/ school swimming
- Provision of activity that commercial sector does not provide: (breadth of sessions / targeted activity)
- Wellbeing services and programmes meeting diverse needs/ social care

However, leisure services are a frequently changing and evolving sector. There are a number of emerging issues for leisure services including:

Value and outcomes	Variety of delivery models
Integrated service delivery	Competition / choice
Community resilience	Lifestyles-increase use in technology
Meeting diverse needs	Insight driven

There is currently a move towards:

- Outcome based commission - commissioning for the long term / social value, NOT for the short term/ cost saving
- Public leisure services have to provide for universal, targeted and specialist needs that depend on the needs, wants and usage of the population they serve
- Services have to be built on a strong understanding of the local market and the customer base- it can't replicate what others do well already
- The offer might span from aspiring elite athletes to those furthest away from fitness and a good public leisure service will consider the needs of all

11.0 Community Leisure Trends

The Moving Communities: Active Leisure Trends 2018 report produced by UKActive Research Institute looks at the broad trends and themes that are being witnessed across the public sector leisure landscape. Data is collated from over 396 community leisure sites across the UK tracking seven million leisure centre members and active participants.

Key findings include:

- The mean age of members is increasing slightly, reaching 39 years 11 months
- Females continue to represent just over half (52%) of the total leisure membership
- Older age groups are underrepresented, with only 2% of members aged 75+, compared to 10% of the population
- Swimming, group workouts and fitness makes up 80% of all visits to leisure centres
- Group workouts are far more popular for females
- For Males, fitness is most popular making up nearly half of overall visits (46%) compared to 28% for females
- Spinning/ indoor cycling was the most popular class for the third year in a row
- Football is the most popular sport to play at leisure centres but for members the most popular is badminton
- Nearly two thirds of casual visits to leisure centres are for swimming (65%)
- Swimming rises in popularity with age

The report further indicates that total membership across the sites increased 9 per cent from financial year (FY) 2016 to 2017, suggesting that local demand for leisure centres and services is growing.

The number of overall visits to facilities increased by 17 per cent from 2015 to 2016 across the sites, and current indications for 2017 suggest that visitor numbers will at least be in line with 2016's total of 54m.

The report findings also show that women make up 52 per cent of members and have an average age of 39 years and 10 months, while the average male age is one year younger.

As well as making up a slim majority of overall memberships, the report shows that women are driving some of the most significant changes in leisure centres. Growing numbers are swapping traditional activities like swimming for spin bikes and other group workouts, leading to a significant shake-up of the 'gym and swim' status quo. Indeed, the number of people visiting leisure centres for group exercise classes such as cardio and indoor cycling has increased by almost 30 per cent over the past two years, with almost two thirds of class participants being female. As a result, the proportion of leisure centre visits for indoor cycling classes has risen by 79 per cent since 2016, with this and cardio classes making up over 50 per cent of total group workout visits.

Despite this, swimming remains the most popular single activity at leisure centres, accounting for 35 per cent of all visits. However, the proportion of visits for swimming

has fallen by 15 per cent since 2016, as growing numbers of visitors favour group exercise.

Operators have taken great strides to adjust their offerings to the consumer market, as evidenced by the strong female-driven growth around group exercise.

Strong female-focused campaigns such as Sport England's *'This Girl Can'* have also been a key driver, as they broaden knowledge of the opportunities available.

At a time when inactive lifestyles are placing unprecedented strain on the NHS and local social care services, there is a growing sentiment that leisure centres have the chance to step forward and become the lead preventative health provider from cradle to grave.

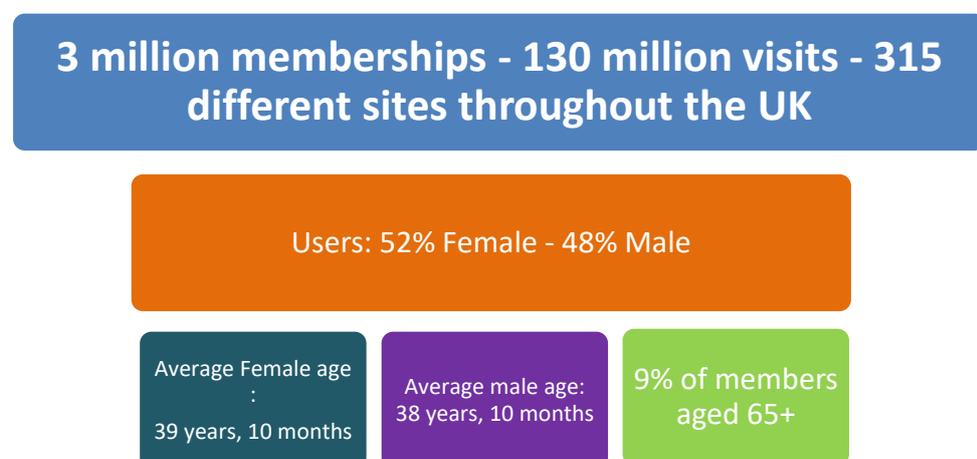
UKactive is currently campaigning for a £1bn investment in local leisure facilities to create state-of-the-art wellness hubs to spearhead this effort.

The report highlights that operators still have some work to do in catering to the outer reaches of that spectrum. Both young people and families, as well as older adults represent significant opportunities that remain unrealised.

The report shows that over 65s are hugely under-represented, making up just 9 per cent of the membership base compared to 22 per cent of the overall UK population. This suggests latent potential for operators to engage older adults with tailored propositions, particularly during off-peak times when they have under-utilised capacity. Interestingly, Saturday is the quietest day of the week despite being the day when people have the most free time, presenting significant opportunities to increase capacity, particularly through more family-friendly activities.

One area where leisure centres are exceeding expectations is diversity; serving to disprove certain long-held assumptions around BAME participation in physical activity. Indeed, the report finds that leisure centres are more ethnically diverse than the population as a whole, with Asian and black users accounting for 13 per cent and 8 per cent of members respectively (8 per cent and 3 per cent of the overall UK population).

The diagram below is an overview of who visits leisure centres:



12.0 Wealden's Leisure Contract

12.1 Leases

The current Wealden District Council Leisure Centre Contract went out to tender in 2010 and was awarded in 2012.

The contract consists of four sites – Hailsham, Heathfield, Uckfield and Crowborough. The sites at Uckfield and Heathfield are dual purpose and linked to schools.

The Contract was set for ten years (up to 2022) for the dual use sites of Uckfield and Heathfield and fifteen years (up to 2027) for the leisure centres in Hailsham and Crowborough.

	Hailsham	Crowborough	Uckfield	Heathfield
Contract Let Date	1 st April 2012	1st April 2012	1st April 2012	1st April 2012
Contract Duration	15 Years	15 Years	10 Years	10 Years
Contract End Date	31 March 2027	31 March 2027	31 March 2022	31 March 2022

Table above: overview of the contract

12.2 Ownership

Wealden District Council owns **Hailsham Leisure Centre**. There is a sub-lease with Freedom Leisure.

Crowborough Leisure Centre is owned by Crowborough Town Council. WDC has a head lease with CTC for 125 years. There is a sub-lease with Freedom Leisure.

Uckfield Leisure Centre is owned by East Sussex County Council. There is a head lease with WDC and sub-lease agreement with Freedom Leisure.

Heathfield Leisure Centre is owned by East Sussex County Council. There is a head lease with WDC and a sub-lease with Freedom Leisure.

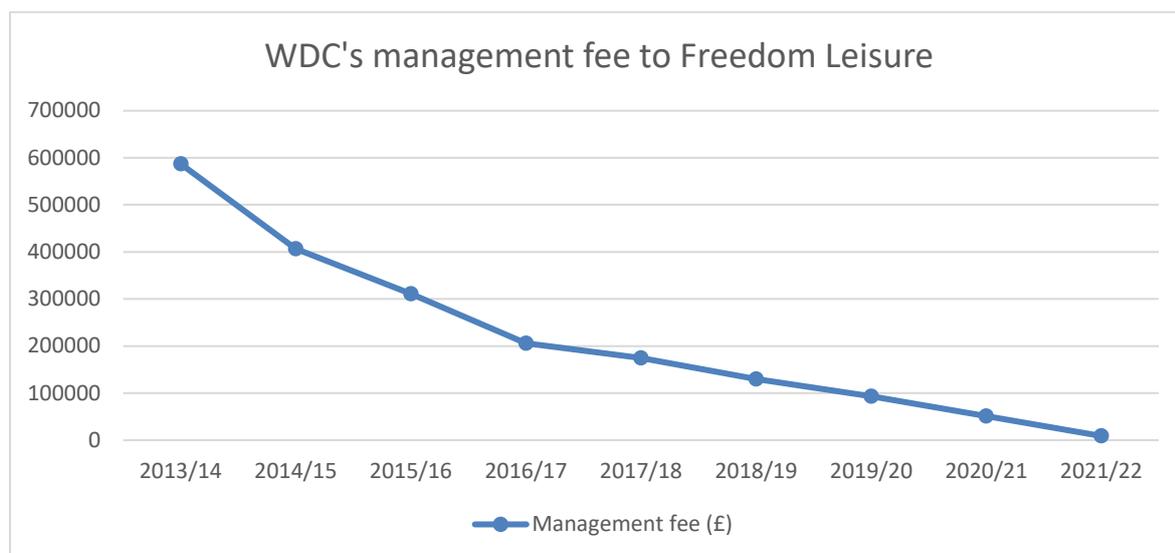
12.3 Break clauses- Heathfield and Uckfield

Both the break clauses for Uckfield and Heathfield are included in Annex 1 and 2, (pages 64/65). If either the County Council or Wealden District Council wish to terminate the lease by the 1st April 2022, one party is required to serve the other with a written notice to that effect, at least 6 months before that date.

12.4 Management Fee

As part of the contract award the Council invested £7m into a refurbishment of the leisure centres using funds from the capital programme. Freedom Leisure invested £600,000 at the time of award so a total of £7.6m in total.

As part of this contract Wealden District Council made a financial commitment towards the costs of running the centres i.e. a management fee, see diagram below;



As set out in the terms of the contract, it is stated no further management fee will be paid after 2021/22 and Freedom Leisure will begin to make annual financial returns to WDC starting with a payment of £196,000 in 2022/23 raising to £206,000 in 2027/28.

It is difficult to place a value or subsidy per site using the management fee as this will vary depending on facility mix, demographics, pricing, age of facilities etc.

However, attendance across all four sites was 1,099,368 in 2017/18. The management fee was £175,000, so we are looking at a subsidy per visit of less than 16p. This is favourable when compared to the subsidy per visit from the data and research compiled in the APSE 2012, where the average subsidy per visit was calculated to be £2.15 for fitness facilities and £2.38 for swimming pools, UK wide.

12.5 Maintenance Responsibilities

An annual programme of works is agreed by the Council, ESCC and Freedom Leisure. This is informed by a Schedule of condition which is updated every 3 years.

WDC claim 50% of the cost of the works back from ESCC relating to the dryside at Uckfield. This is for both capital and revenue (Planned Preventative (PPM) and Reactive works).

WDC can claim 39% of the cost of the works back from ESCC at Heathfield for both capital and revenue works.

In addition, the County Council pays an annual contribution to the Council for the use by the two Colleges.

The annual amount for 2018/19 is as follows:-

Uckfield = [REDACTED]

Sub Lease Responsibilities

Under the Sub Lease/ Repair condition 3.3 Freedom Leisure must keep the premises in good and tenable repair including all day to day maintenance and external and internal day to day repairs and renewal where beyond economic repair save to the extent that such repair or renewal as aforesaid is the liability of the Landlord (WDC).

12.6 Maintenance costs

Below are the costs extracted from the 2017 Condition Surveys. Costs include M&E and Building works. Costs are provided with a good degree of certainty in the earlier years but a further survey should be carried out in no more than 5 years (2022) to maintain accuracy and recognise condition at that time.

SUMMARY OF COSTS FOLLOWING 2017 CONDITION SURVEYS

SITE	SITE SUMMARY			
CROWBOROUGH		WDC	FL	
	2017/18	1 Year	£38,950	£67,640
	2018/19	2 Year	£3,000	£11,050
	2019/2020	3 Year	£5,900	£21,042
	2020/2021	4 Year	£3,750	£13,350
	2021/2022	5 Year	£16,400	£20,750
	2022-2027	6-10 Years	£45,100	£130,927
	2027-2032	11-15 Years	£125,800	£4,000
		Grand Total	£312,450	£416,612
HAILSHAM		WDC	FL	
	2017/18	1 Year	£40,750	£91,334
	2018/19	2 Year	£9,150	£16,550
	2019/20	3 Year	£44,000	£19,250
	2020/21	4 Year	£12,500	£16,250
	2021/22	5 Year	£5,400	£26,764
	2022-2027	6-10 Years	£113,350	£282,656
	2027-2032	11-15 Years	£121,200	£141,163
		Grand Total	£347,300	£785,779
UCKFIELD		WDC	FL	
	2017/18	1 Year	£24,950	£137,498
	2018/19	2 Year	£9,300	£57,753
	2019/2020	3 Year	£18,600	£35,972
	2020/21	4 Year	£12,700	£54,750
	2021/22	5 Year	£39,000	£84,924
	2022-2027	6-10 Years	£204,550	£164,843

2027-2032	11-15 Years	£150,500	£40,104
	Grand Total	£454,050	£572,044

HEATHFIELD		WDC	FL	
	2017/18	1 Year	£2,300	£46,070
	2018/19	2 Year	£8,750	£14,742
	2019/2020	3 Year	£500	£26,408
	2020/2021	4 Year	£29,500	£12,200
	2021/2022	5 Year	£1,300	£40,425
	2022-2027	6-10 Years	£15,100	£119,242
	2027-2032	11-15 Years	£31,500	£8,470
		Grand Total	£88,700	£266,857

TOTAL COSTS BY YEAR CROWBOROUGH AND HAILSHAM

	WDC	FL	Total site cost
1 Year	£79,700	£158,974	£238,674
2 Year	£12,150	£27,600	£39,750
3 Year	£49,900	£40,292	£90,192
4 Year	£16,250	£29,600	£45,850
5 Year	£21,800	£47,514	£69,314
6-15 Years	£158,450	£413,583	£572,033
GRAND TOTAL BOTH SITES			£1,055,813

TOTAL COSTS BY YEAR UCKFIELD AND HEATHFIELD

	WDC	FL	Total site cost
1 Year	£27,250	£183,568	£210,818
2 Year	£18,050	£72,495	£90,545
3 Year	£19,100	£62,380	£81,480
4 Year	£42,200	£66,950	£109,150
5 Year	£40,300	£125,349	£165,649
6-15 Years	£219,650	£284,085	£503,735
GRAND TOTAL BOTH SITES			£1,161,377

13.0 Freedom Leisure

Freedom Leisure, The Paddock, 1-6 Carriers Way (off Juziers Drive), East Hoathly, East Sussex, BN8 6AG.

www.freedom-leisure.co.uk

Established in April 2002, as a not for profit leisure trust, Freedom Leisure operates four centres on behalf of Wealden District Council. Since then the company has grown considerably and now manages 78 leisure and cultural facilities for a number of partners around the UK.

13.1 Summary of Performance and Value for Money

A full breakdown of the services and performance of the four Wealden Freedom Leisure sites can be found in this section. However, below is a summary of the performance and value for money of the Wealden sites:

- Over 1.1 million visits to the four Wealden sites in 2017, an increase of over 9% since 2013
- Attendance at the four centres has remained relatively constant, with Heathfield being the only site to have seen a decrease in attendance between 2013 and 2018. However, it should be noted, Heathfield is open for fewer hours per week and is a dual use site, which has a much higher usage rate by the school when compared to the other three sites.
- Almost 70,000 participants of group exercise classes per year and growing
- 26 schools use the three swimming pools with over 47,000 individual visits by the school children every year
- 57% of respondents of the WDC 2017 Swimming Survey said they used a Freedom Leisure Centre in Wealden for swimming
- All sites have a swimming pool occupation rate of over 80% i.e. limited spare capacity
- Growing number of specialist programmes and activities including;
 - Active Communities
 - Rehabilitation
 - Specialist services i.e. falls prevention, mental health, Parkinsons and dementia
 - Activities aimed at an aging population such as walking football
- Freedom Leisure, compares favourable for the cost of its 'premier' all use membership and pay-as-you-go usage of the gym
- Freedom Leisure is approximately 10% higher for a one off 'casual' swim and one of the most expensive providers for a monthly 'swim only' membership when compared against all the other public facilities in the region
- Taking into account the number of visits and the management fee the average subsidy per person, per visit has fallen to under 0.16p across all four sites
- Almost 350 people are employed at the four sites
- Higher than national average customer satisfaction rates at three out of the four sites. For example, 43% at Hailsham leisure centre compared to national average of 34%
- The main issues that Freedom Leisure report regarding attendance levels are external competition and the availability of car parking

13.2 Financial Information- Income/ expenditure/ Subsidy per Visit

		Year					
Metric	Centre	2013/14	2014/15	2015/16	2016/17	2017/18	2018 (to date)

13.3 Examples of FL investment per site since 2012 (post refurb)

Hailsham Leisure Centre	<p>Minor refurb works to showers on poolside. Spectator flooring in pool area.</p> <p>Gym refurbishment</p> <p>Re-decoration of studios and new equipment</p> <p>New TV screens- Bowling Alley</p>
Crowborough Leisure Centre	<p>Sports hall has been re-sealed</p> <p>Replacement gymnastics equipment</p> <p>Replacement studio equipment</p> <p>Redecoration of studios</p> <p>Redecoration of the exterior of the Leisure Centre</p> <p>New UV for the Pool and the CO2 removed making a cleaner system</p> <p>LED lighting throughout the centre</p> <p>Gym refurbishment</p> <p>Re-decoration of studios</p>
Uckfield Leisure Centre	<p>New hoist and disabled access to pool</p> <p>Gym refurbishment</p> <p>Re-decoration of studios</p> <p>Replacement of studio equipment</p> <p>Sports hall floor re-sealed</p> <p>Pool surround refurbished</p>
Heathfield Leisure Centre	<p>New flooring in Gym</p> <p>Redecoration throughout</p> <p>LED lighting throughout the centre</p> <p>Sports hall is to be re-lamped- 2019</p>

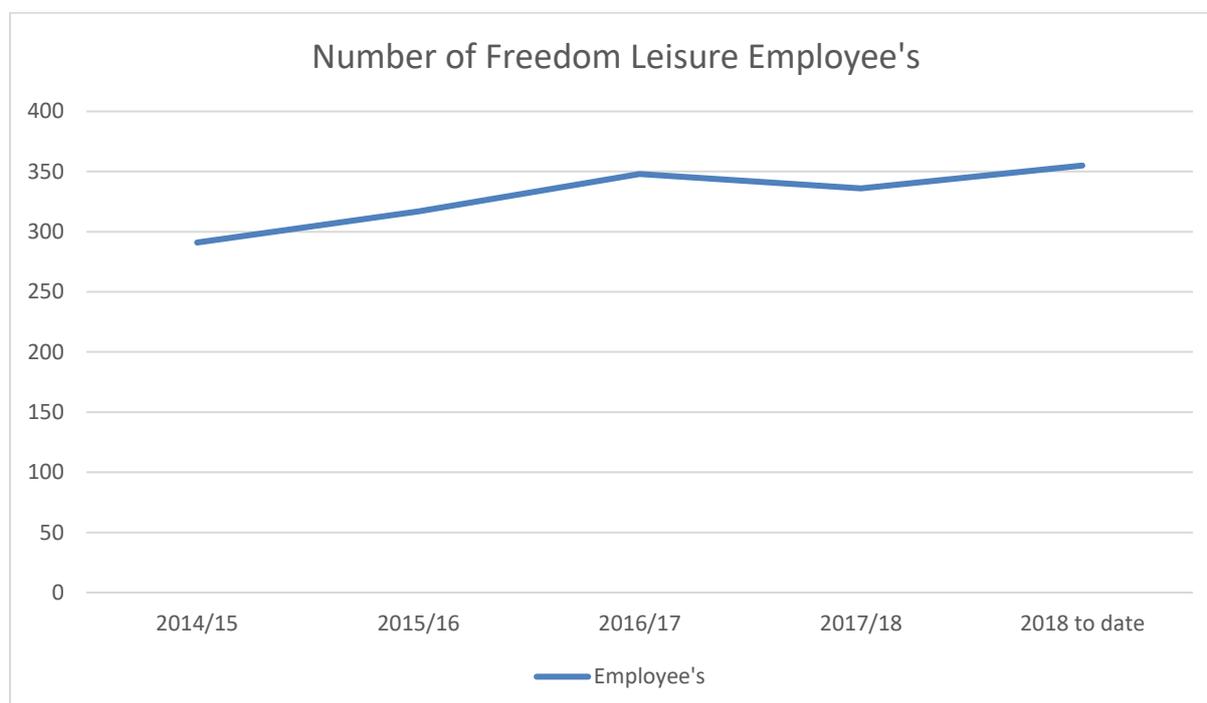
13.4 Staffing at Wealden sites

In total, there are over 350 employees (part and full time, casual and apprentices) registered at the four sites, see below for breakdown. Many of these individuals live with the vicinity of each centre.

This does not include the number of people employed at the head office building located at East Hoathly.

Site	Hailsham	Heathfield	Uckfield	Crowborough	Total
Number of employees registered	101	23	118	111	353

The number of employees at the four sites has grown steadily, as shown in the table below:

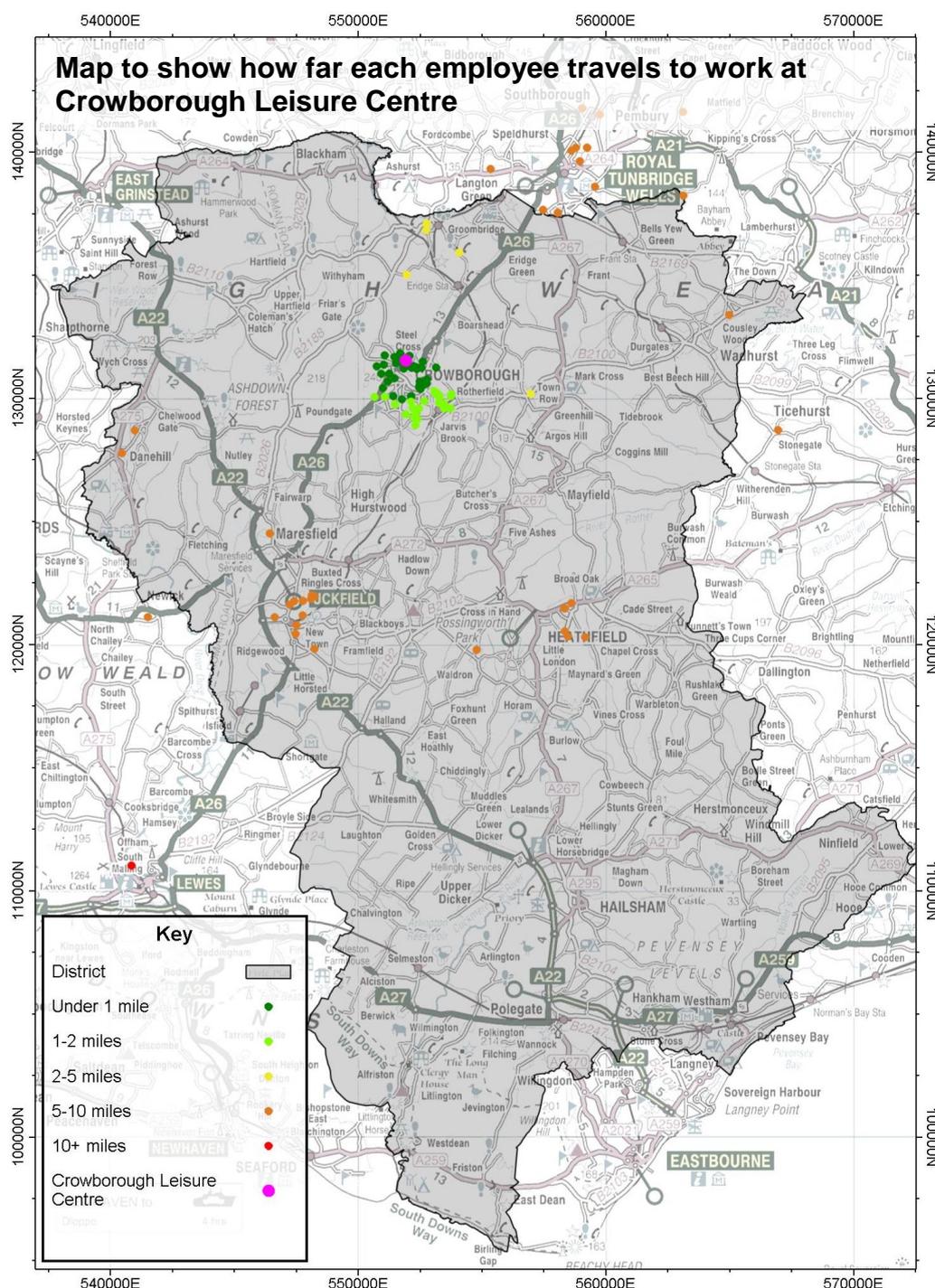


Individuals have a wide range of skills and competencies. Roles include maintenance, management, trainers, recreational assistants, lifeguards, café/receptionists, fitness professionals including personal trainers, swimming teachers, health specialists and exercise instructors. Freedom Leisure also provide a number of apprenticeships and is one of the largest providers of this service in the District.

The vast majority of employees live and work locally. The tables below show the total distance that employees travel to their place of work at the four leisure centres from their home address. As the data below shows approximately 90% of all employees across all sites live within ten miles of their place of work.

Crowborough

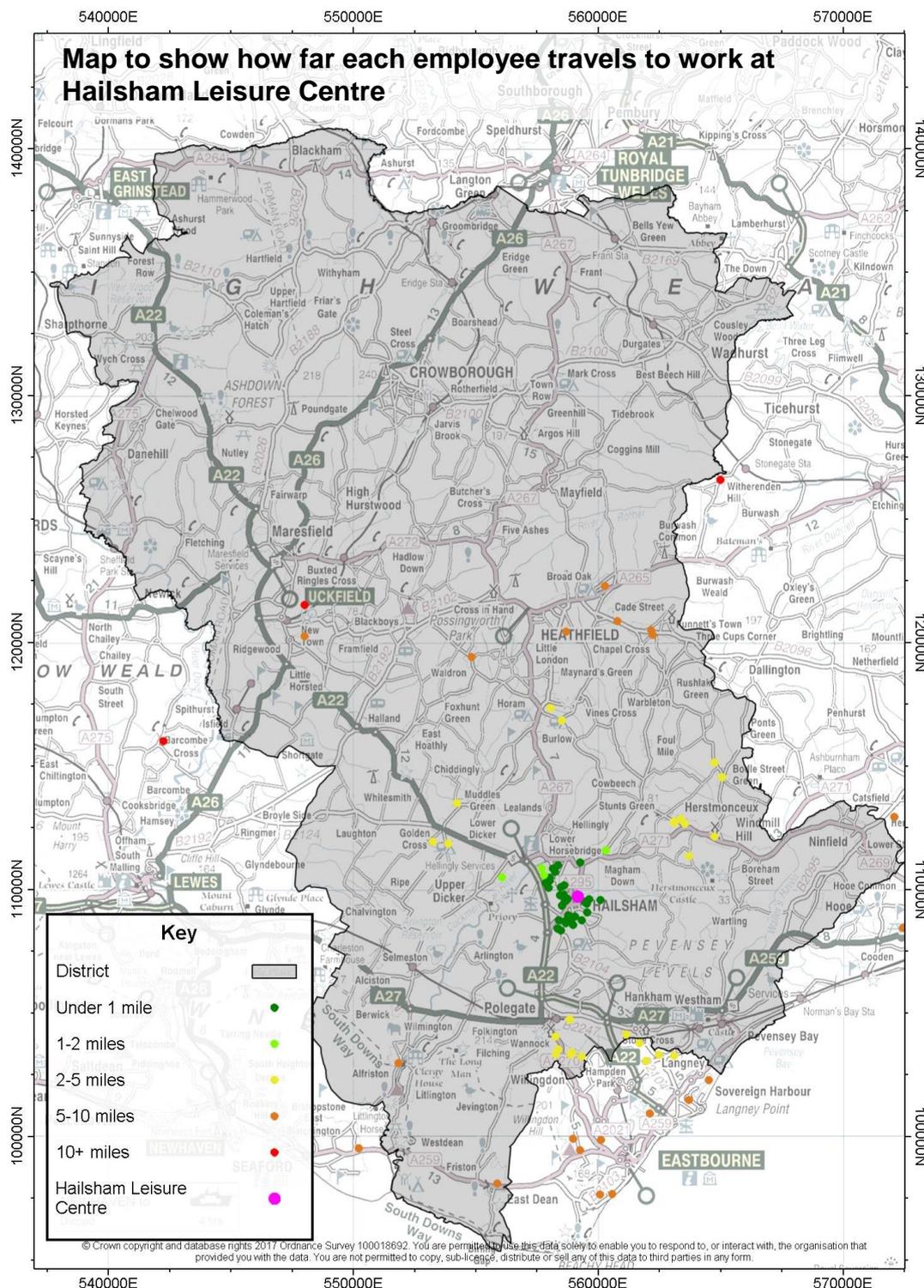
Distance travelled	Number of employees travelling within range	% of all employees at this site
Under 1 mile	39	35%
1-2 miles	23	21%
2-5 miles	6	5%
5-10 miles	40	36%
10+ miles	3	3%
Total	111 employees	100%



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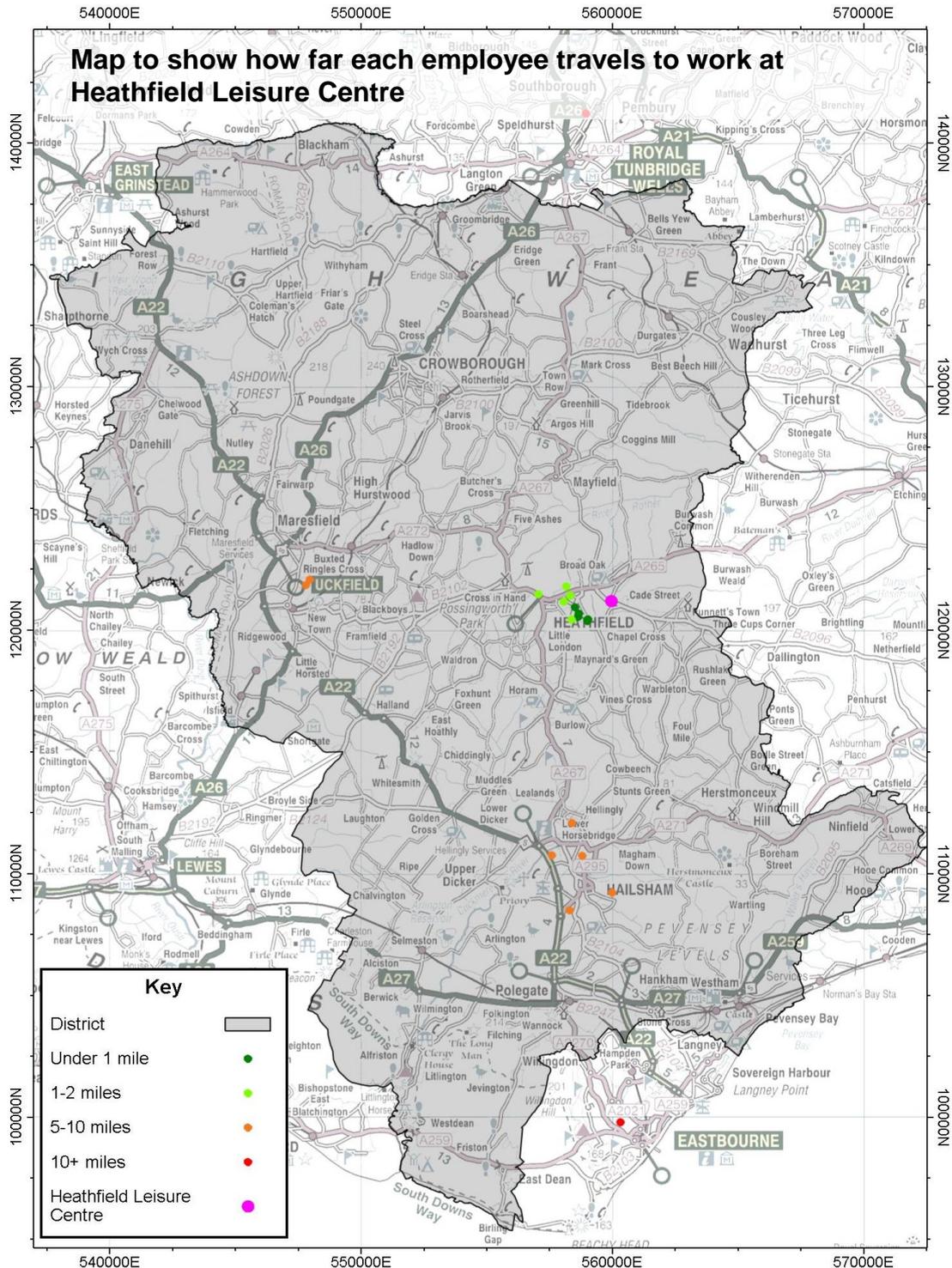
Hailsham

Distance travelled	Number of employees travelling within range	% of all employees at this site
Under 1 mile	39	39%
1-2 miles	5	5%
2-5 miles	28	28%
5-10 miles	20	20%
10+ miles	9	9%
Total	101 employees	100%



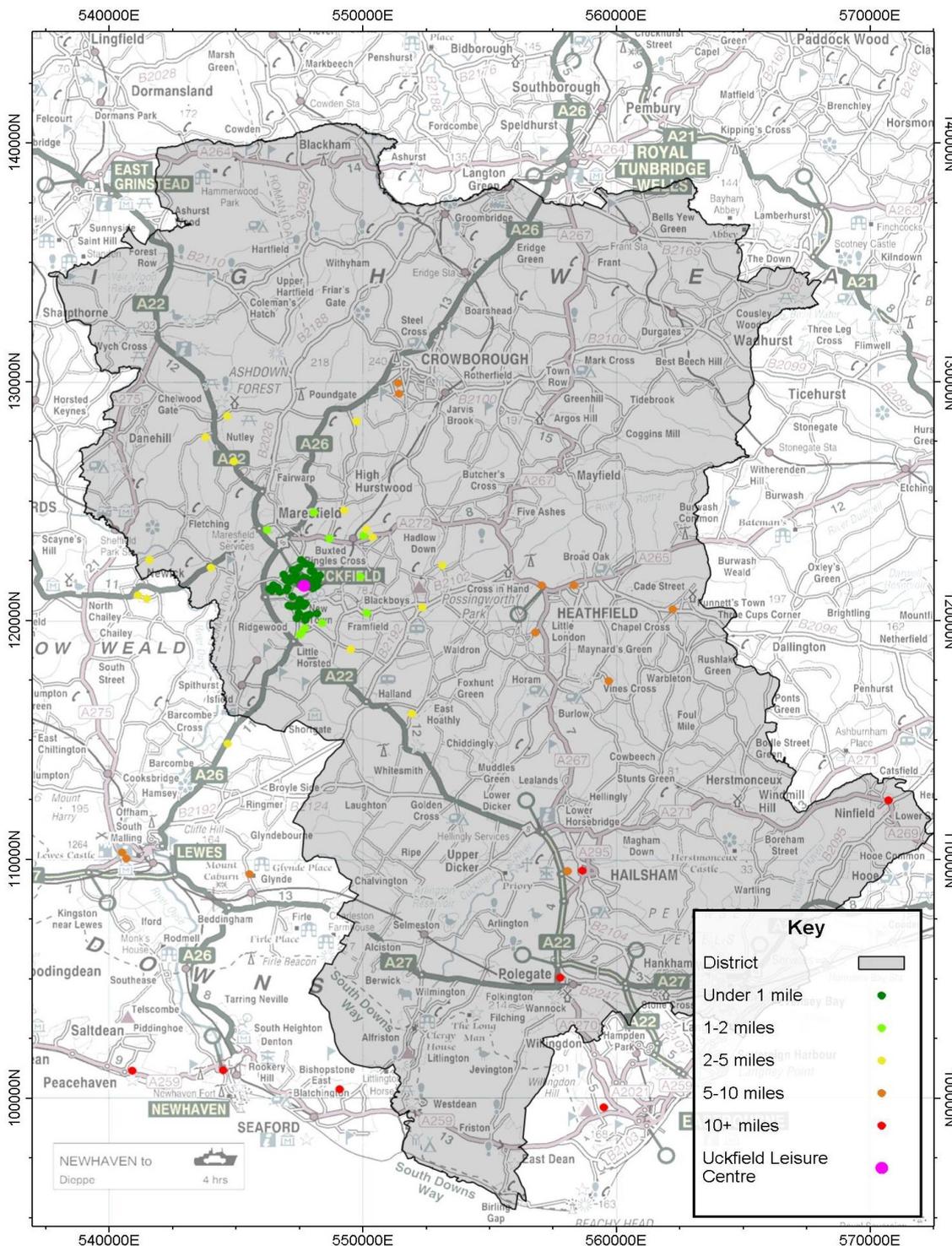
Heathfield

Distance travelled	Number of employees travelling within range	% of all employees at this site
Under 1 mile	5	22%
1-2 miles	6	26%
2-5 miles	0	0%
5-10 miles	9	39%
10+ miles	3	13%
Total	23 employees	100%



Uckfield

Distance travelled	Number of employees travelling within range	% of all employees at this site
Under 1 mile	63	53%
1-2 miles	15	13%
2-5 miles	18	15%
5-10 miles	14	12%
10+ miles	8	7%
Total	118 employees	100%



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The local context for each of the four leisure centres in Wealden differs widely. We have therefore looked at the locally available data as a whole, and for each centre to try beginning to understand the local story.

13.5 Opening Times & Hours Open

Centre	Mon - Fri	Sat	Sun	Total hours per week
Crowborough	06:30 – 22:30	08:00 – 18:00	08:00 – 19:00	88.5
Hailsham	06:30 – 22:00	08:00 – 20:00	08:00 – 18:00	99.5
Heathfield	08:00 – 22:00 (M,Tu,Th) 15:00 – 22:00 (W,F)	08:30 – 18:00	08:30 – 17:00	74
Uckfield	06:30 – 22:30	08:00 – 20:00	08:00 – 20:00	104

13.6 Facilities

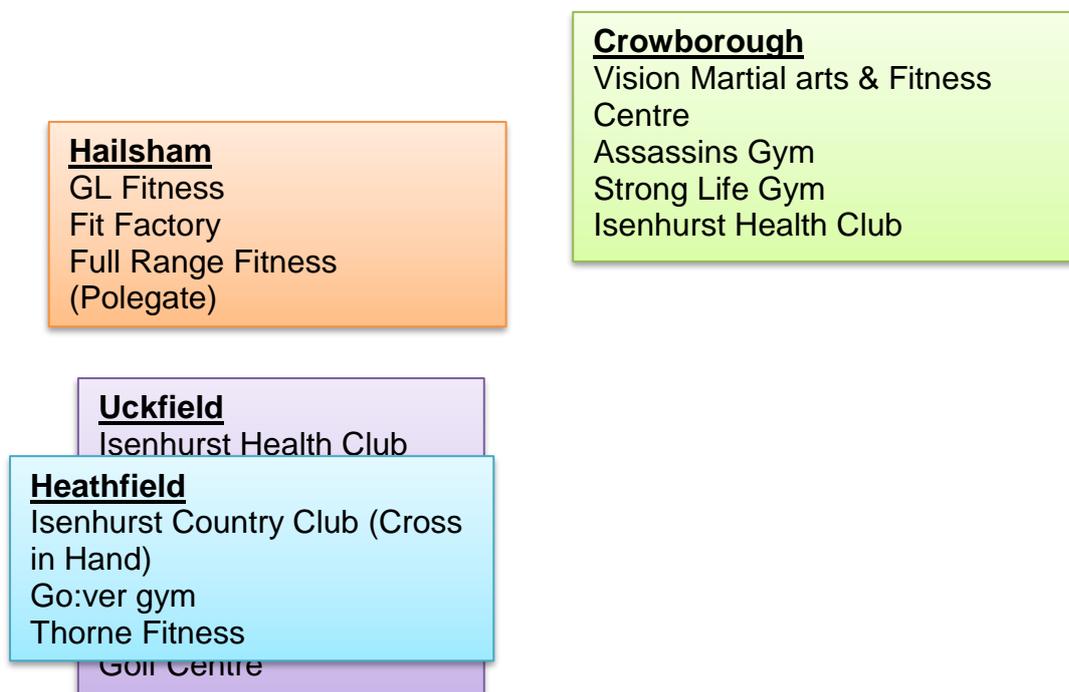
Leisure Centre	On-site facilities
Crowborough	<ul style="list-style-type: none"> • 25m swimming pool • Large gym – 59 stations and stretch areas • Health suite (sauna and steam room) • Exercise classes – 80 per week • Café • Crèche • Sports hall for badminton, 5-a-side football etc.
Hailsham	<ul style="list-style-type: none"> • 25m swimming pool with flume and toddler area • Large gym – 85 stations and stretch area • Exercise classes (173 per week) • Café • Sauna and steam room • Soft play centre • Junior gym - specifically designed for kids • Ten pin bowling • Massage treatments and holistic therapies • Beauty Salon & Spa
Heathfield	<ul style="list-style-type: none"> • Gym – a selection of cardio vascular equipment including cross trainers, treadmills and exercise bikes, plus weights machines and free weights • Exercise classes (22 per week)

	<ul style="list-style-type: none"> • Sports hall for badminton, 5-a-side football, table tennis, short tennis, cricket and volleyball
Uckfield	<ul style="list-style-type: none"> • Swimming pool • Large gym consisting of 52 stations and stretch area • Exercise classes (53 per week) • Two Squash courts • Café • Crèche • Sauna and steam room • 3G Pitch • Sports hall for badminton, 5-a-side football etc.

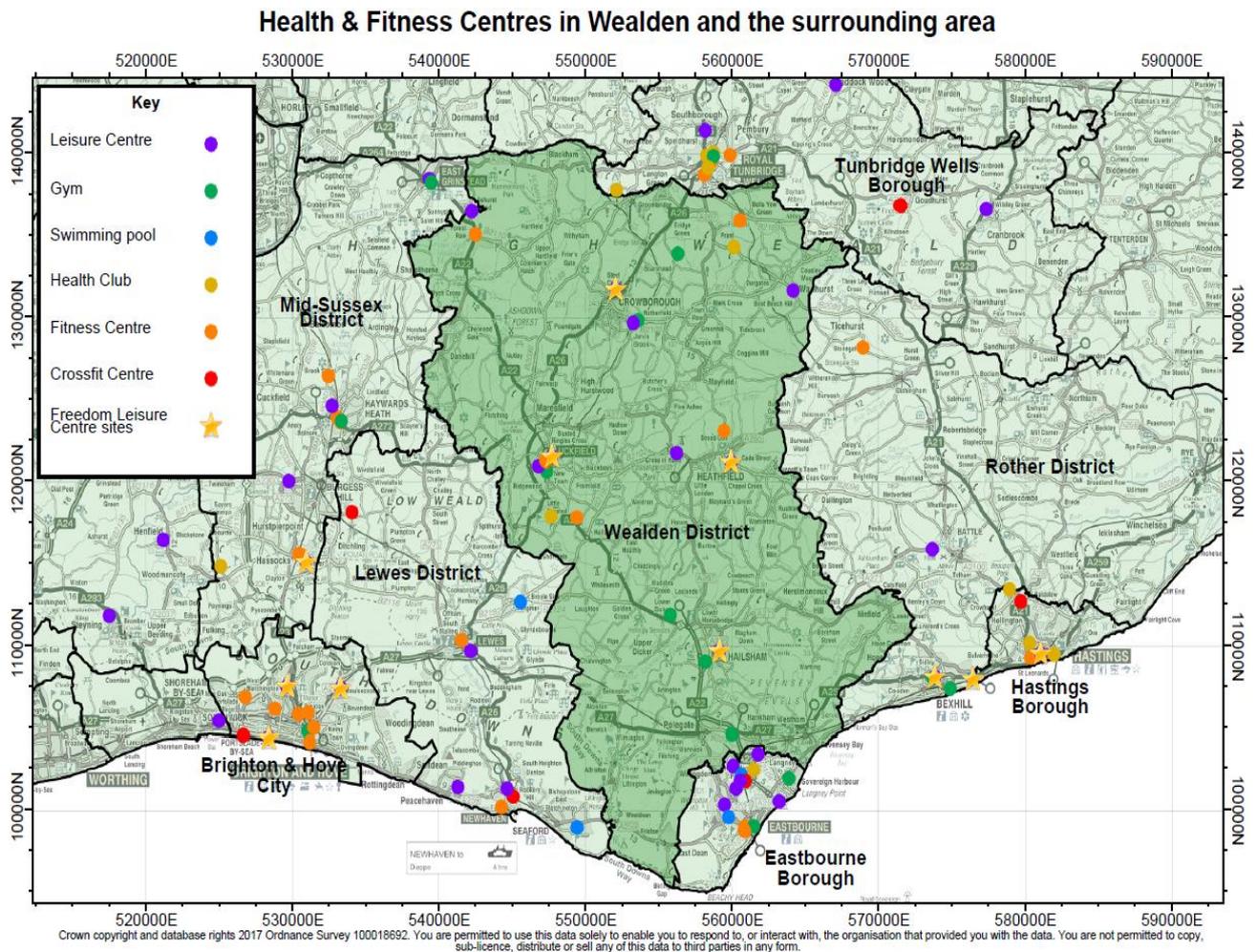
13.7 Competitor analysis

A large number of providers exist in Wealden. These range from individual personal trainers to national gyms, from small group sessions held in village halls to Cross Fit gyms.

From our desk research we were able to identify over 130 providers, including;



A map showing all major health and fitness providers within Wealden and its surrounding areas is below:



A competitor analysis in the surrounding areas has also been undertaken. This identified 'like for like' public leisure operators such as Wave Live (Lewes), Fusion Lifestyle (Tunbridge Wells) and Places Leisure (East Grinstead).

The table below shows the cost for swim and gym memberships/usage:

Site	Area	Membership price	Casual gym use	Casual swim Use	Swim only membership
Freedom Leisure	Hailsham	£48.50 per month - Unlimited gym, swim and classes	£7	£5.35	£28 per month
Sovereign Centre	Eastbourne	£30 per month - minimum 12 month contract - unlimited swim, gym and classes	£7 - £7.60 (residents - non-residents)	£3.70 - 6.35 (dependant on resident/non-resident and)	£20 per month - Minimum 12 Month Contract Unlimited use at any time (Timetable Permitting)

				peak/non-peak times)	Includes; Swimming Pool and Aqua Classes
Bexhill Leisure Centre	Bexhill	£48.50 per month - Unlimited gym, swim and classes £533.50 annual - Unlimited gym, swim and classes (no contract)	£6.60	£4.40	£286 Annual - unlimited swim use £27 monthly - unlimited swim use
Tunbridge Wells sports centre	Tunbridge Wells	£49.95 per month - unlimited access to gym, swim and classes.	£10 (adult)	£4.30 - £5.40 (leisure access member / non-member)	£49 - book of 10 swims £89.40 - book of 20 swims
The Triangle	Burgess Hill	Unlimited gym use, classes and pool use £54 per month for 3 months. £540 - 12 months No monthly contract available	£9.00 (adult)	Adult £6.95 leisure pool (depends on time) £4.70 lane pool	Unlimited pool use, swimtag, fitness and fun sessions. £27.50 - 3 months £275 - 12 months No monthly contract available
The Dolphin	Haywards Heath	Unlimited gym use, classes and pool use £54 per month for 3 months. £540 - 12 months No monthly contract available	£9.00 (adult)	£4.60 (adult)	Unlimited pool use, swimtag, fitness and fun sessions. £27.50 - 3 months £275 - 12 months No monthly contract available
King's Centre	East Grinstead	Unlimited gym use, classes and pool use £54 per month for 3 months. £540 - 12 months No monthly contract available	£7.50 (adult)	£4.60 (adult) - £2.75 (concessionary)	Unlimited pool use, swimtag, fitness and fun sessions. £27.50 - 3 months £275 - 12 months No monthly contract available
The Downs Leisure Centre	Seaford	12 month commitment: £36.95 - monthly direct debit £443.40 - Annual Rolling month-to-month contract , subject to a joining fee of £39.95: £43.95 - Monthly Direct Debit	£7.50 (adult)	£4.80 (adult)	12 month commitment: £24.15 - monthly direct debit £289.80 - Annual Rolling month-to-month contract , subject to a joining fee of £19.95: £27.50 - monthly direct debit
Lewes Leisure Centre	Lewes	13 month commitment:£36.95 - monthly direct debit£443.40 - AnnualRolling month-to-month contract , subject to a joining fee of £39.95:£43.95 - Monthly Direct Debit	£7.50 (adult)	£4.80 (adult)	13 month commitment: £24.15 - monthly direct debit £289.80 – Annual Rolling month-to-month contract , subject to a joining fee of £19.95

					£27.50 - monthly direct debit
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As highlighted in the above table, Freedom Leisure, compares favourable for the cost of its 'premier' all use membership and pay-as-you-go usage of the gym. However, the Hailsham site is approximately 10% higher for a one off 'casual' swim and one of the most expensive providers for a monthly 'swim only' membership when compared against all the other public facilities.

The WDC 2017 Swimming Survey (of which 70% of respondents were aged between 45 and 74 years and 73% of respondents were female) 57% of respondents said they used a Freedom Leisure Centre in Wealden for swimming.

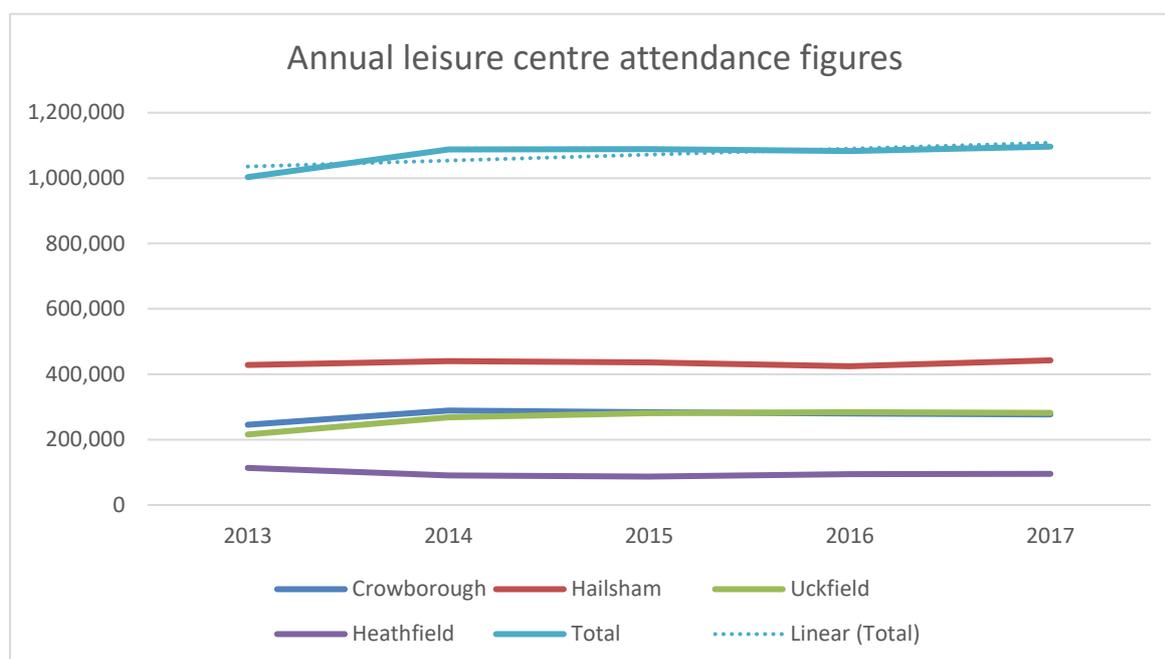
43% of respondents said they do not use any of the Freedom Leisure centres in Wealden for swimming. Of those, half swam elsewhere. The most frequently cited locations:

- Sovereign Centre, Eastbourne
- Isenhurst Health Centres, Cross in Hand, Crowborough & Uckfield
- East Sussex National Golf Centre, Little Horsted
- Bannatyne's, Eastbourne

13.7 Attendance and Membership Figures

The increase in the growth of the private health and fitness sector present clear challenges for a not-for-profit leisure trust such as Freedom Leisure. Setting meaningful targets in such a fluid environment is fraught with difficulty. However, the data we currently hold demonstrates that across the piece, both leisure centre attendances and memberships have increased by over 9% over the past five full calendar years. This is a worthwhile achievement against a backdrop of growth in the low cost private sector competition within the national fitness industry.

In recent years, attendance Figures (see tables below) at the four Freedom Leisure have remained relatively constant, with Heathfield being the only site to have seen a decrease in attendance between 2013 and 2018.



However, attendance i.e. total number of visits (taken from Freedom Leisure's Scuba software) has increased at three out of the four sites, as shown below:

	Crowborough	Hailsham	Uckfield	Heathfield	Total
2013	245,566	428,138	215,770	113,545	1,003,019
2014	288,994	440,260	268,162	90,187	1,087,603
2015	284,312	436,170	281,344	87,035	1,088,861
2016	280,068	424,481	284,034	94,434	1,083,017
2017	276,711	442,566	281,935	94,952	1,096,164
Actual Increase between 2013-2017	31,145	14,428	66,165	-18,593	93,145
% increase	12.7	3.4	30.7	-16.4	9.3

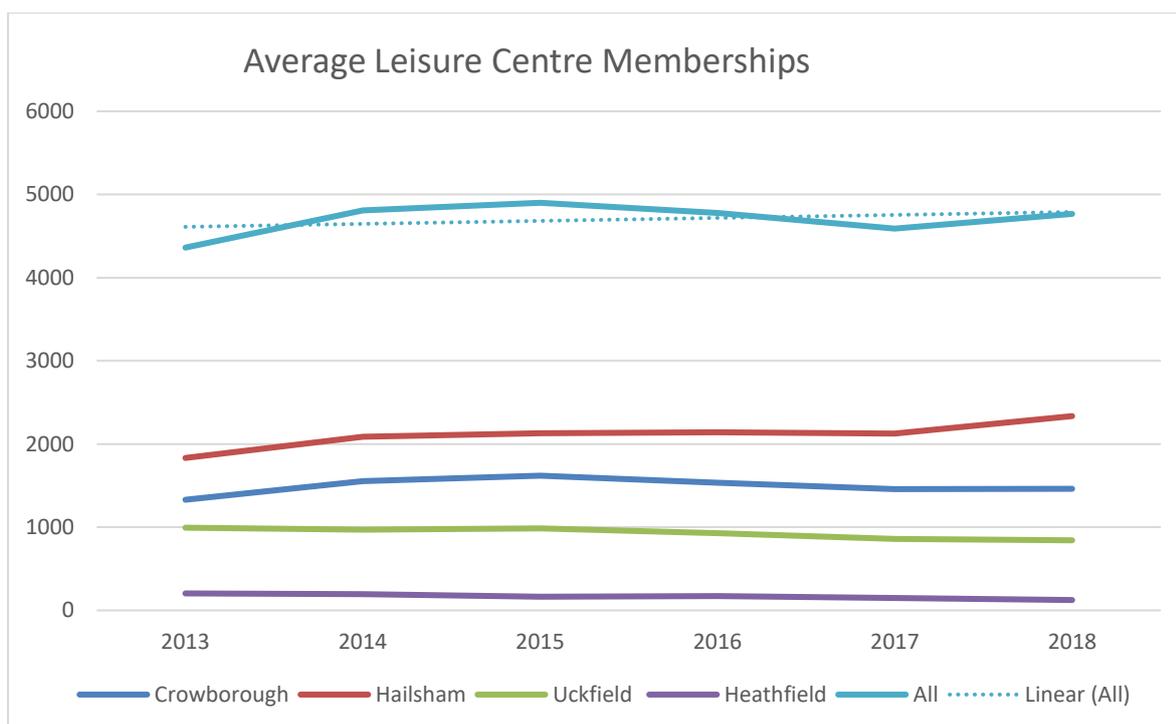
Attendance figures are up over the five calendar year period to December 31, 2017 except at Heathfield, which is also open for fewer hours per week.

Uckfield has seen a significant rise in attendance figures, of over 30%. It is however, worth noting Uckfield's pool was closed for maintenance for a lengthy period in 2013.

A £7.2 million investment programme in 2013 split across the three larger sites helped to influence the increase attendance between 2013 and 2014.

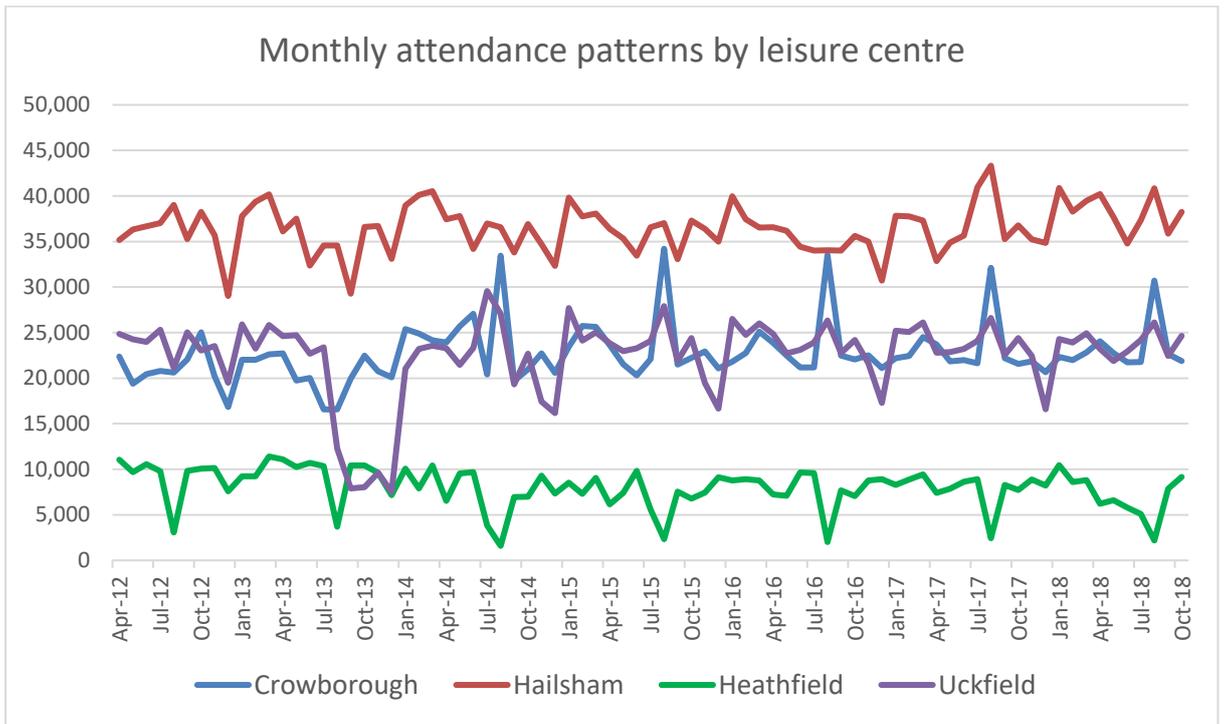
However, the figures indicate an upwards overall trend across all sites, with visits increasing since 2013 by just under 10%.

Table below illustrates the attendance Patterns at the four sites since 2013;



There are a wide range of factors can affect leisure centre attendance including:

- School holidays
- Condition/Refurbishment of Centre
- Range and timing of activities
- Customer Satisfaction
- External Competition
- Seasonal variations and weather
- Range of equipment/facilities
- Promotional activities
- Opening hours
- Car parking/transport links

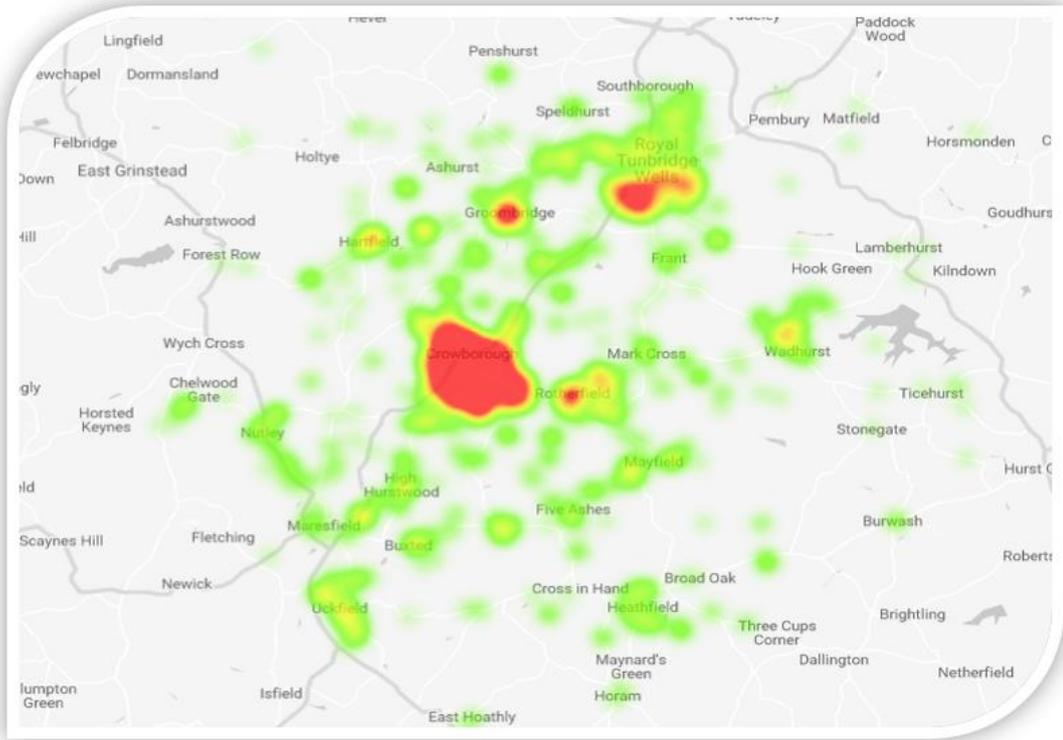


The chart above shows that membership's attendance patterns at the leisure centres in the larger towns are broadly similar and relatively consistent over time.

The maps on pages 42-43 shows the active member's by postcode, as of October 2018, and takes into account all direct debit, annual, leisure pass members.

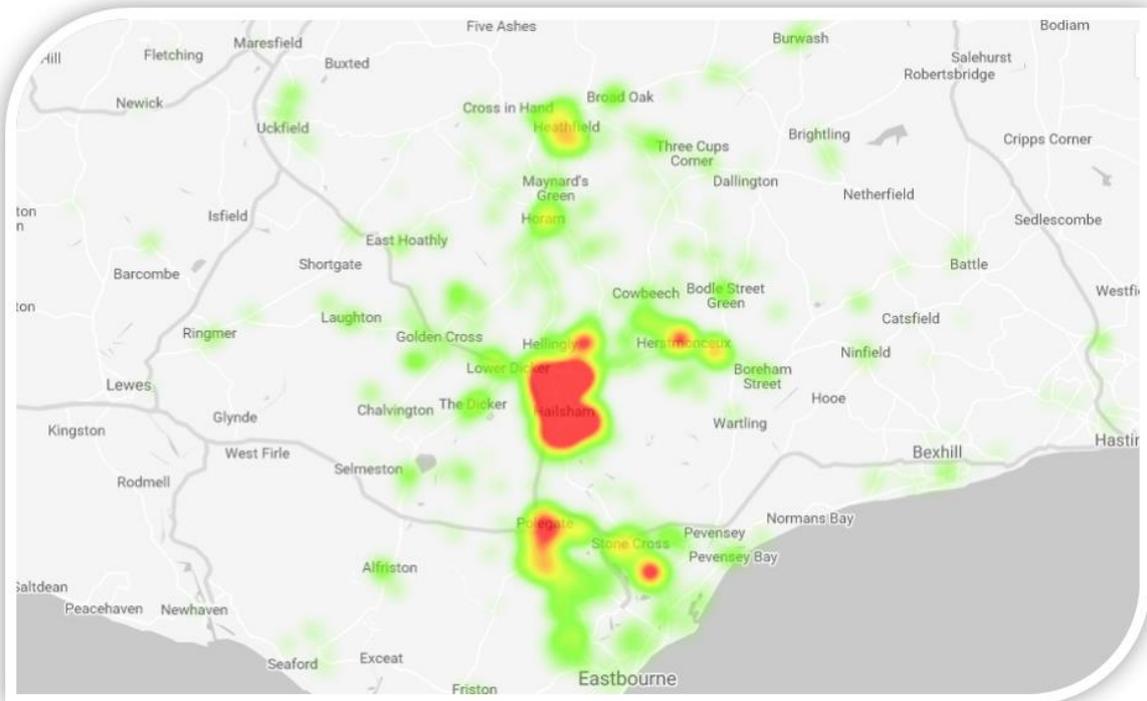
CROWBOROUGH LEISURE CENTRE – MEMBER HEATMAP

October 2018



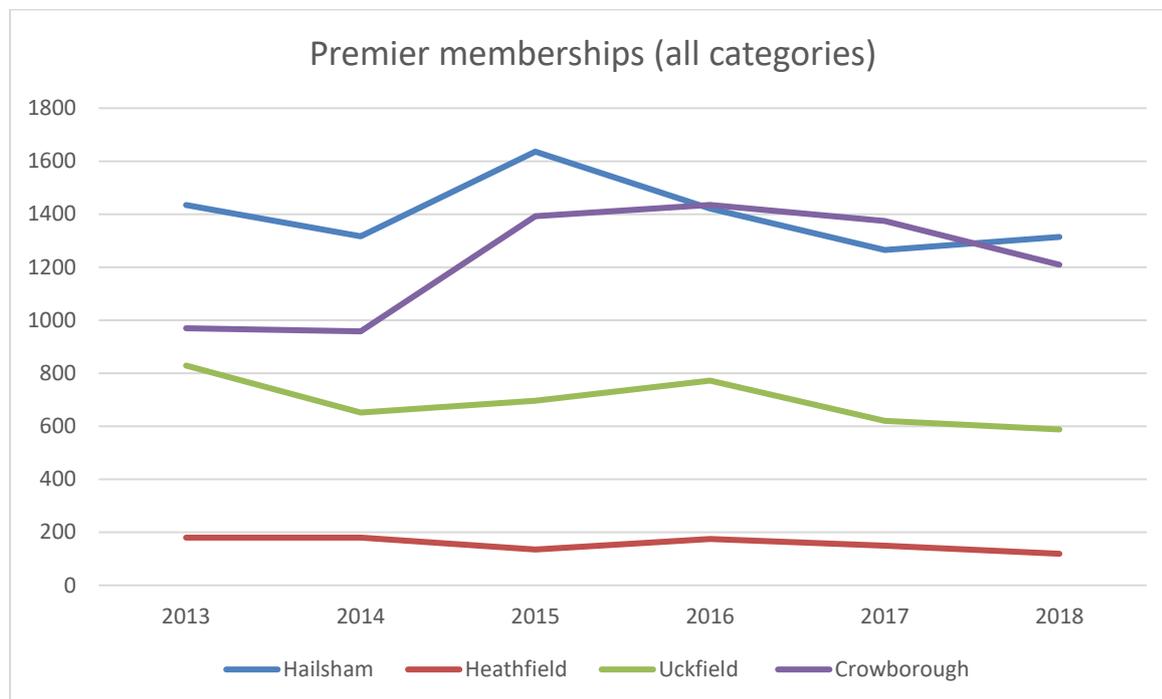
HAILSHAM LEISURE CENTRE – MEMBER HEATMAP

October 2018



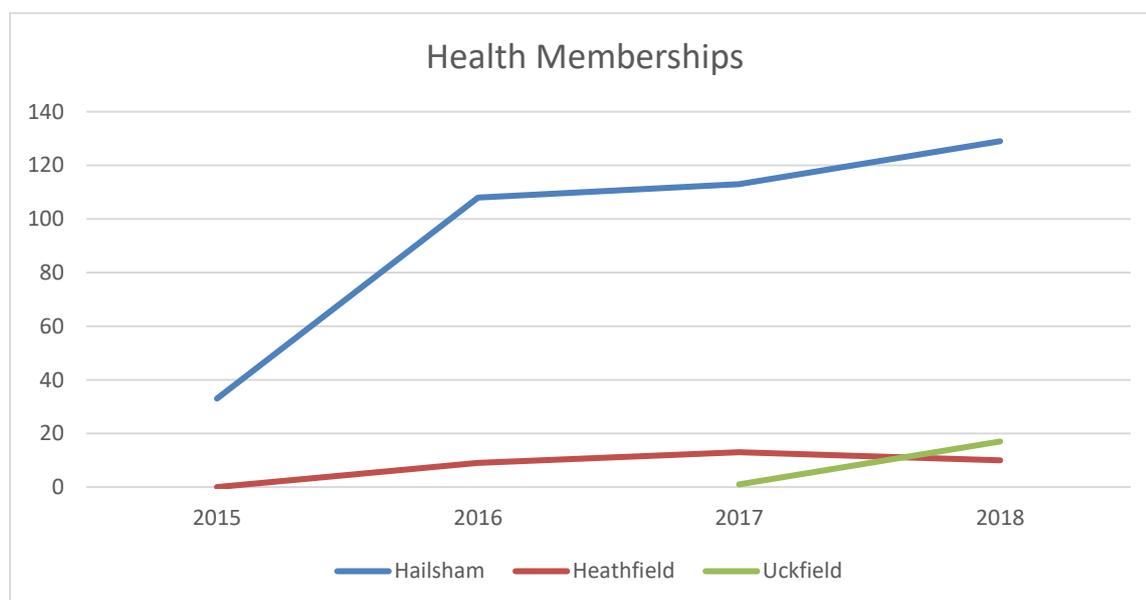
Key
Red = highest density
Yellow = medium density
Green = low density.

Premier memberships allow access to all fitness classes, gym and swim facilities. It is the most popular membership at Freedom Leisure and includes a number of sub-categories including 14-18, student, corporate, single and joint memberships. The table below illustrates the total number of premier members at each site:



In 2015, a health membership was introduced across three Freedom Leisure sites. Health members can only apply for this membership once they have fully completed GP referral programme. This membership is at a subsidised rate and can only be used between certain hours/ days.

The number of sales for this type of membership has steadily increased since its introduction to Hailsham and Heathfield in 2015 and Uckfield in 2017, as shown below;



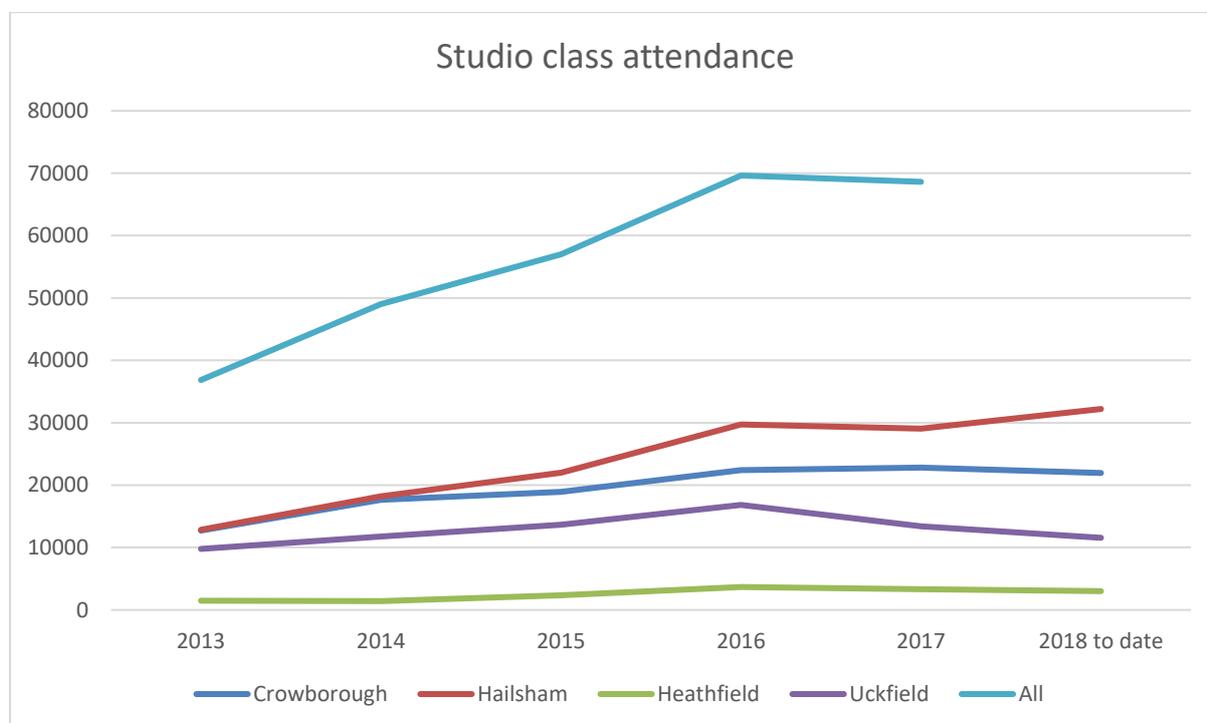
Further analysis of this type of health membership shows 85% of members are using the gym, 10% pool/pool classes, 5% using dry-side classes.

13.9 Studio classes

In recent years, the leisure industry has seen a major increase in the number and diversity of group exercise classes. Classes range from traditional circuit style to pilates.

All four Freedom Leisure sites in Wealden have a spin class facility/ studio. Spin classes remains the most popular group exercise class in the UK. Freedom Leisure are also licensed to deliver Les Mills’ international choreographed exercise classes such as Body Pump, Body Balance, RPM (spin) and Body Combat.

Attendance of classes at all four sites has greatly increased with the number of people participating in group exercise almost doubling between 2013 and 2017, as shown below:



13.10 Wetside Activity (Swimming)

Swim England’s first report to highlight the potential that swimming had to contribute to the health agenda was the 2010 document *Swimming Taking the Plunge for a Fitter Lifestyle* (“Taking the Plunge”), which was later updated in 2014. This document firmly positioned swimming as a physical activity that would play a significant role in the delivery of the government health agenda.

Key findings showed that:

- Water is a supportive environment for people to exercise.
- Swimming as a physical activity could support the prevention of key long term conditions.

- There was evidence of the positive impact of swimming on the lives of people with certain long term conditions such as dementia, osteoarthritis and obesity.
- There was anecdotal evidence to suggest that swimming could help support mental wellbeing due to the relaxing properties of the water and opportunity for social contact.

The unique properties of water

The report highlights how the unique properties of water make it a great environment for people to exercise. This is particularly relevant for people who may struggle with land based activity. Some examples highlighted in the report include:

- Pregnant women and individuals who are overweight: the unique nature of the aquatic environment to reduce weight-bearing and create a cooler environment, may make it a better option for exercise.
- People at risk of falling: the movement of the water may support balance training.
- People with muscular skeletal conditions such as arthritis: the reduced stress on the joints and reduced impact make it a more accessible and less painful activity.

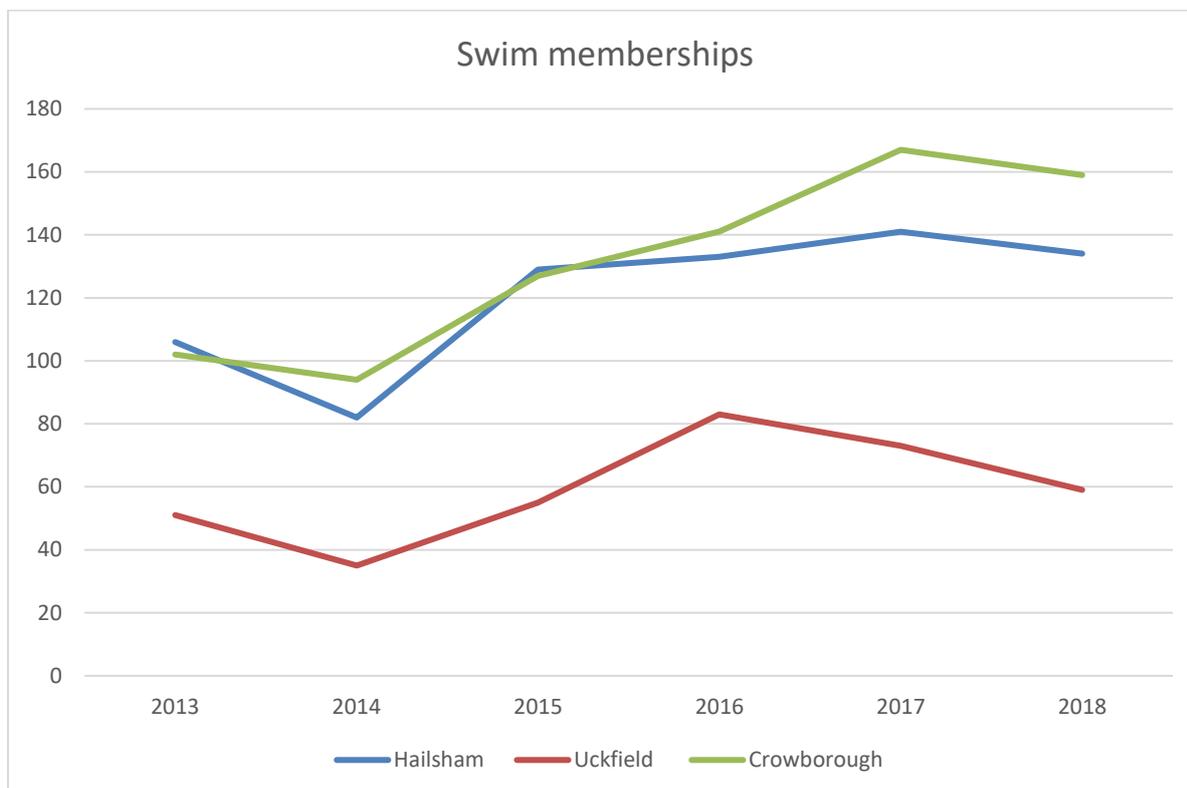
Swimming and water safety

Knowing how to be safe in and around water is key to preventing incidents of drowning. Primary schools have a responsibility through the national curriculum to teach children how to swim and understand water safety.

Swimming memberships

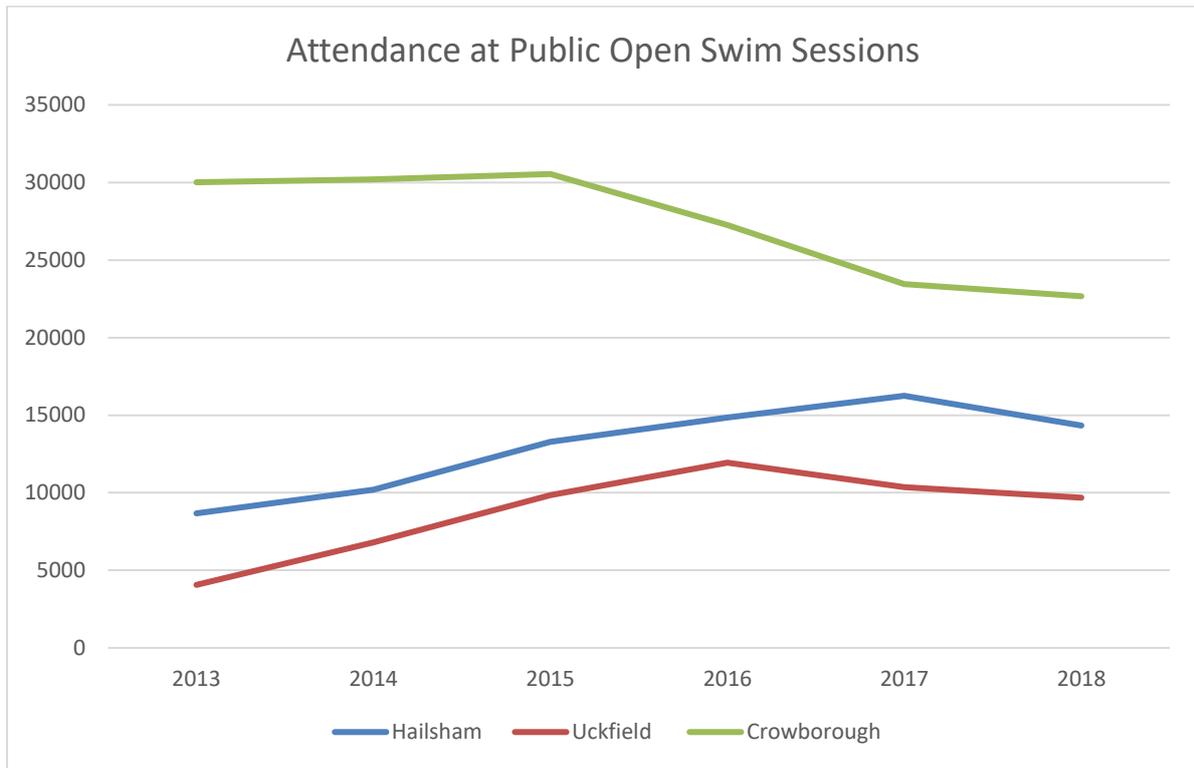
There has been a steady increase in the number of swim (both monthly direct debit and leisure passes) memberships. For example, Hailsham saw an increase of swim memberships of 79% between 2014 (82) and 2017 (141). Crowborough saw a 69% increase in the same period (from 94 in 2014 to 159 members in 2018).

See chart on page 52 for full a breakdown of swim members across the three Freedom Leisure sites with a pool.

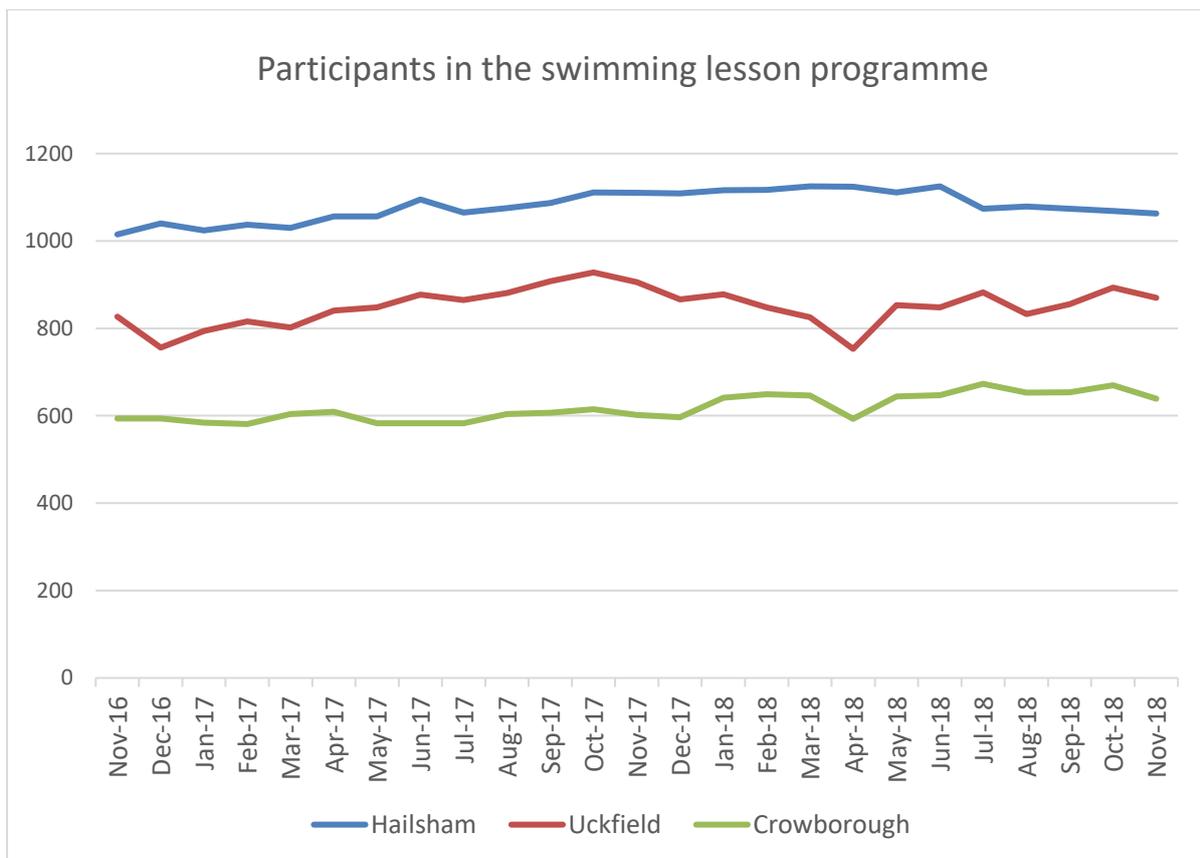


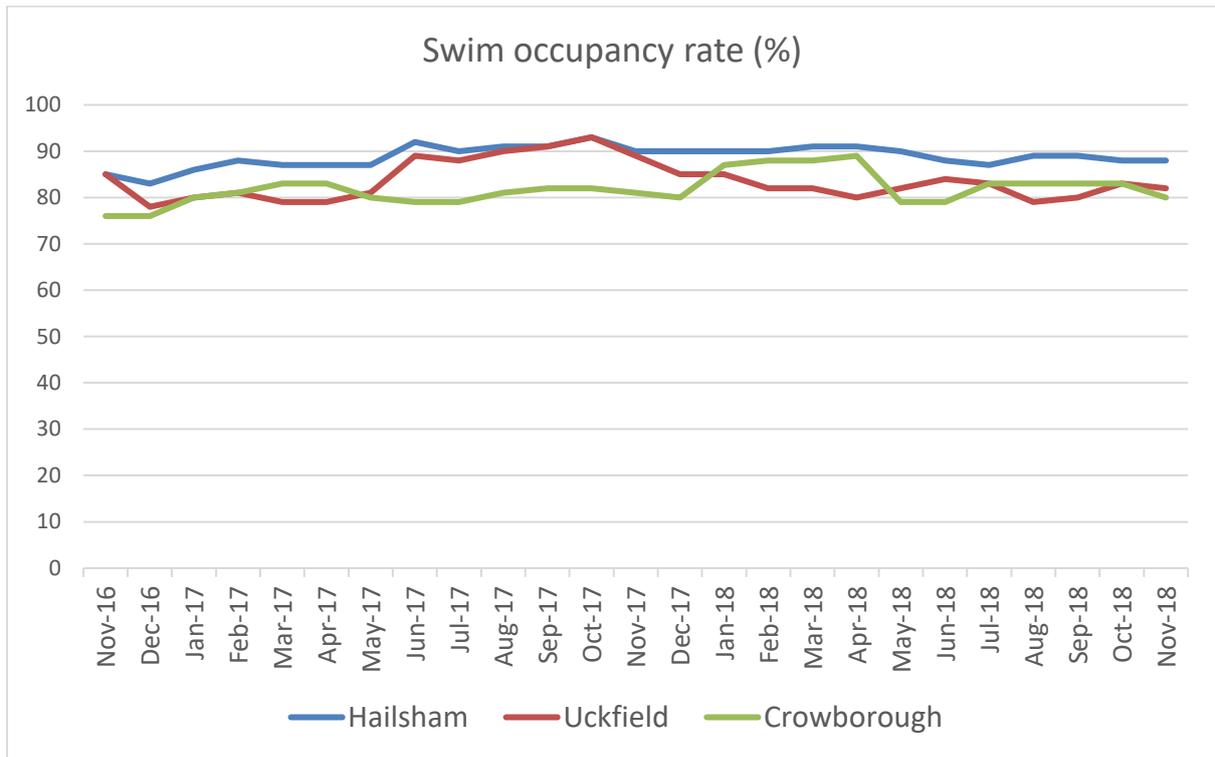
The table on page 53, shows the number of attendee's at the public open swim sessions. There is limited availability of these sessions and are fitted around swimming lessons and other 'closed' activities i.e. exercise classes. The table shows attendance at Hailsham and Uckfield has almost doubled in the past 5 years.

However, there has been an approximate 25% decline at Crowborough since 2015. This may be as a result, of an increase in the swim lesson programme i.e. the Beacon Swimming Club block booking evening session times, which may have had a negative impact on public swim times/ availability.

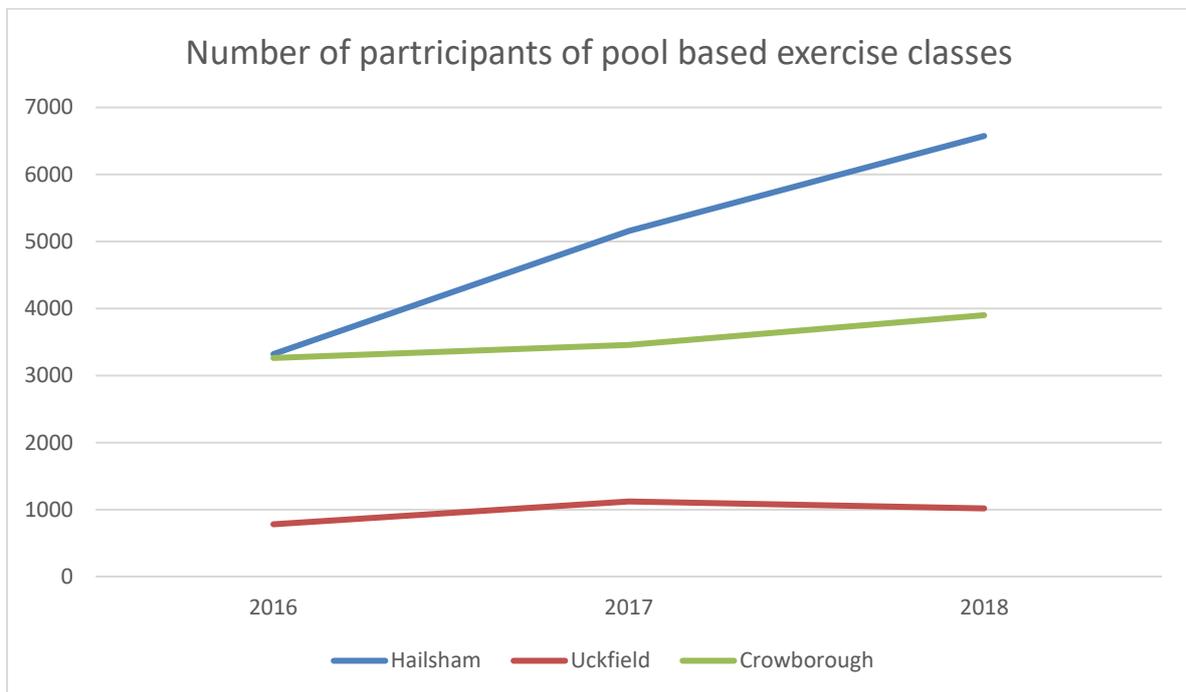


There are a high number of swimming lessons taking place at the three centres, below shows the number of participants every month.

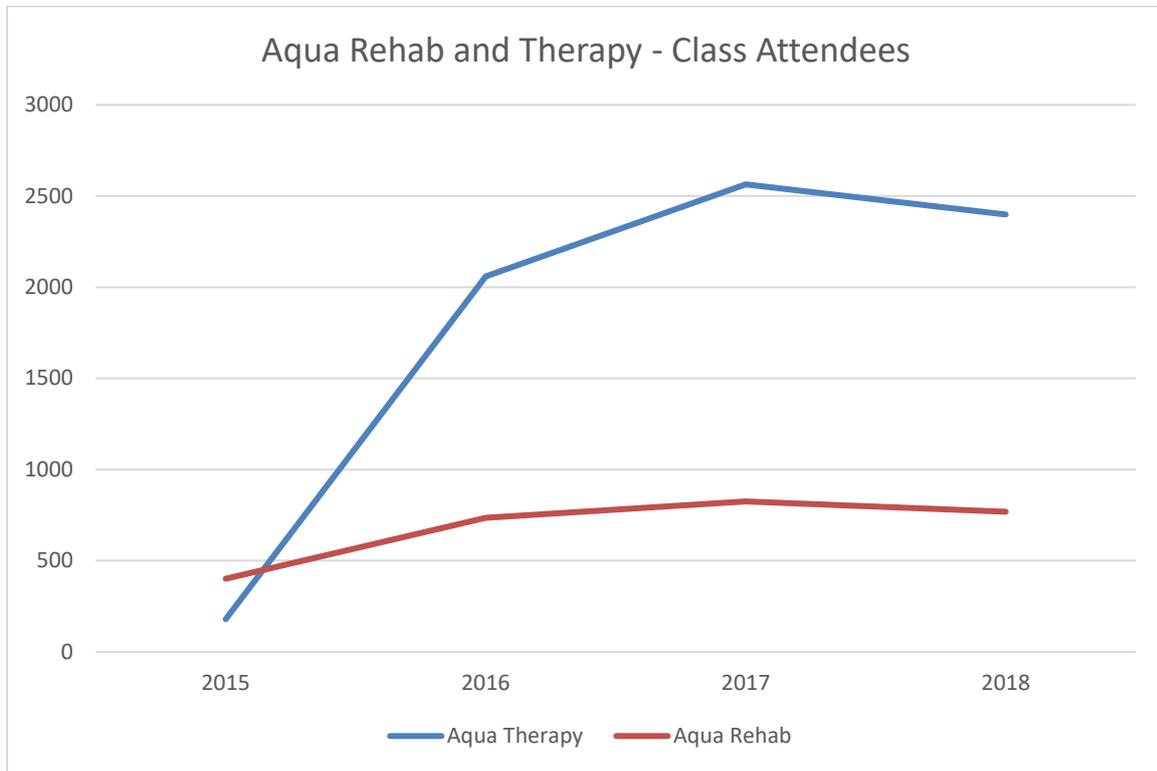




The table above shows the percent occupancy levels for the pool usage for swim lessons and activities. For example, Hailsham is running at approximately 88% occupancy so there is very little room to expand the swim program at this site.



The above table shows a huge increase in the number of participants attending pool based exercise classes. For example, just over 3,000 people attended classes in 2016 at Hailsham but this figure had increased to 6,574 in 2018. This is as a result of the number and type of water based activities increasing i.e. water rehab, circuits, aqua aerobics etc. This is further illustrated in the table on page 55, showing the number of people attending aqua rehab and therapy.

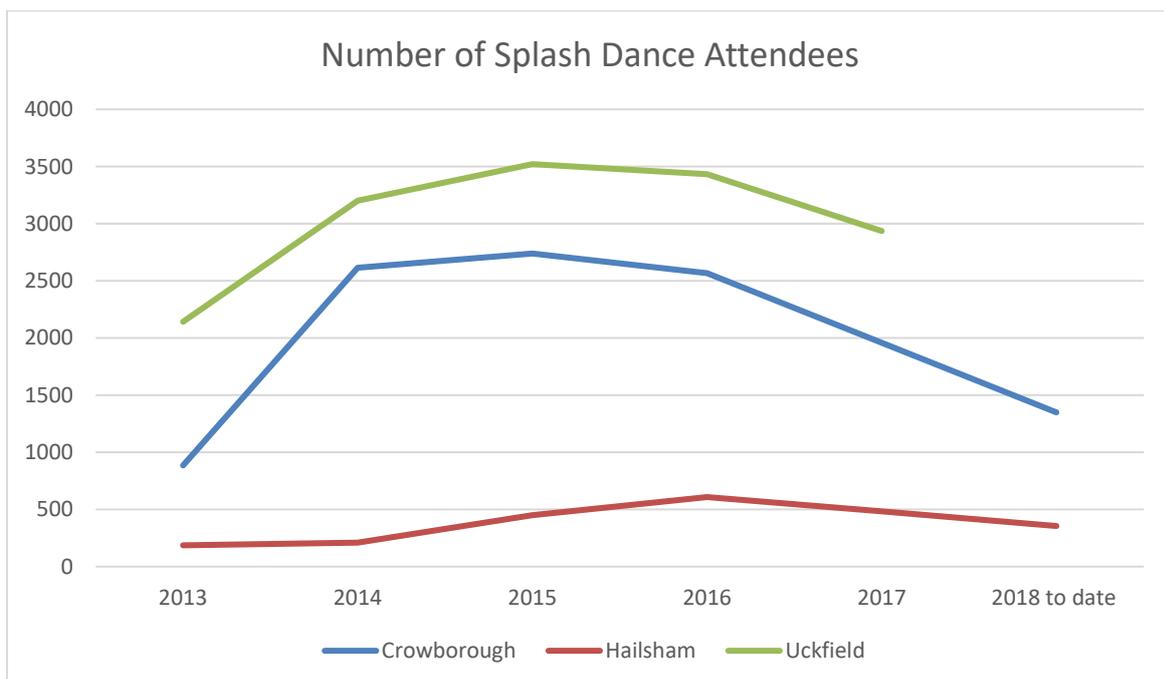


13.11 Splash Dance

Splash Dance takes place most weeks throughout the year and provides an opportunity for children and young people (up to 14 year olds) to have sole use of the pool. Music is played at all three locations - with a live DJ at Uckfield and Crowborough.

The session is normally one to one and a half hours in duration.

Annual attendance figures at these sessions, can be seen below:



13.12 Primary School Usage / Swimming

As part of a drive to tackle childhood obesity and help children to lead healthy, active lives, more than £1 billion has been invested in schools through the PE and Sport Premium to improve PE and sport since 2013.

In October 2018, the Education Secretary announced a cross-government school sport and activity action plan that will consider ways to ensure all children have access to quality, protected PE and sport sessions during the school week and opportunities to be physically active throughout the school day. The action plan will be launched in spring 2019.

Swimming is compulsory on the national curriculum and a government-backed review of swimming and water safety in primary schools has found that swimming standards vary. There are now recommendations for the government to work with Swim England to provide extra guidance to help schools deliver safe, fun and effective swimming lessons.

Primary school usage at the Wealden Leisure sites:

Centre	Number of Schools using site	Number of visits per school year (3 x terms)	Average visits per school term
Hailsham	9	22,095	7,365
Uckfield	9	9,936	3,312
Crowborough	8	15,588	5,196

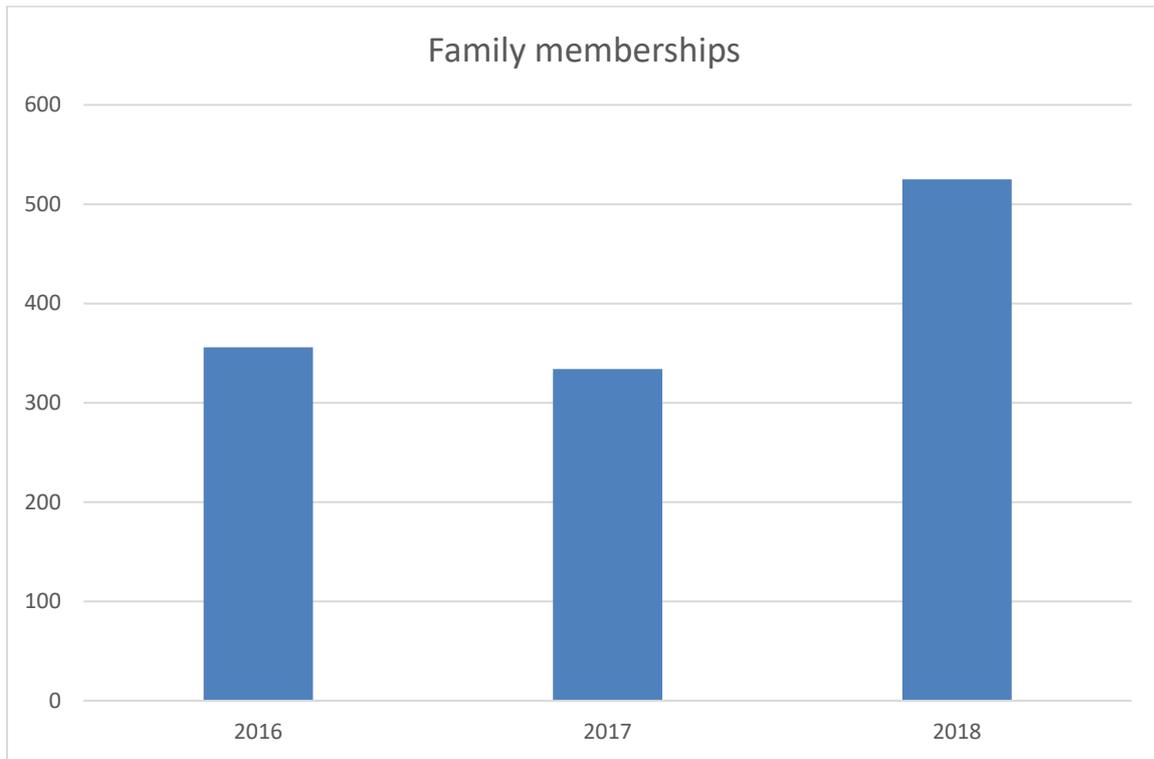
It should be noted, Freedom Leisure has reported a number of local schools have recently stopped hiring the wetside facilities due to not being able to meet the transportation costs to site.

13.13 Family memberships

In September 2016, Hailsham introduced a family membership for £99 per month.

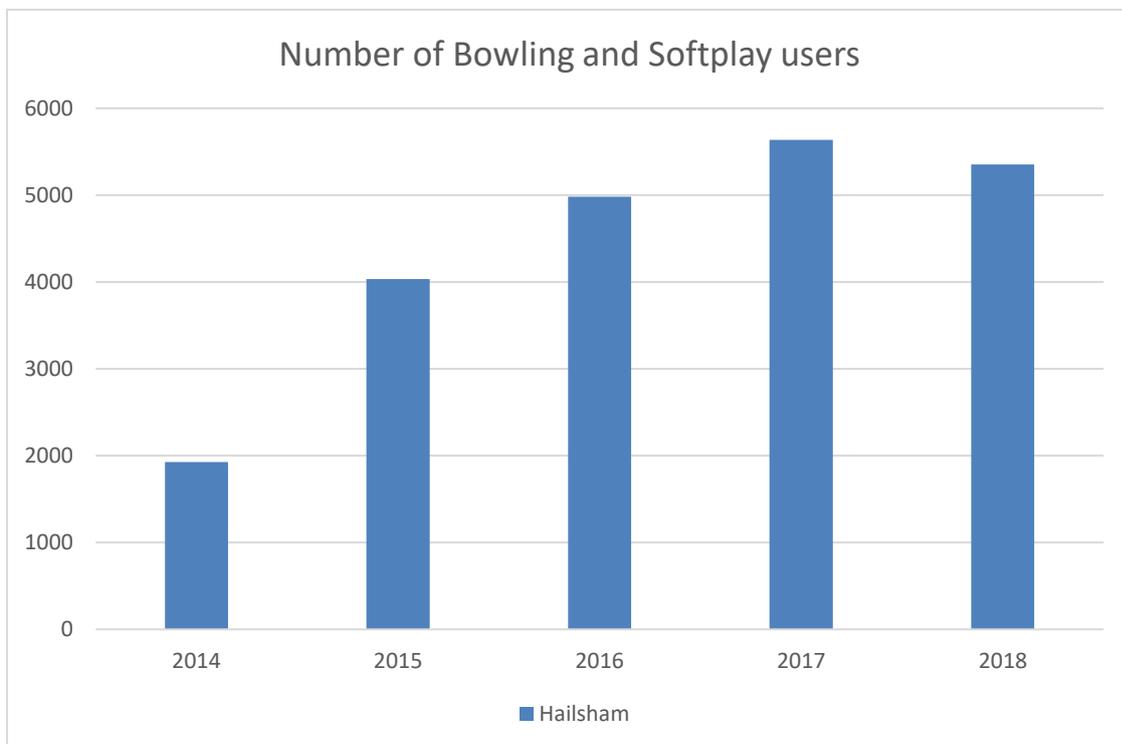
This membership includes unlimited classes, gym and swimming for two adults and unlimited swimming for an unlimited number children, one swimming lesson (up to 3 children) and half price holiday club or if the children are over 14 two 14-18 gym memberships.

Since it was introduced in 2016, it has proven to be very popular and has seen an increase of 47% from 356 in 2016 to 525 in 2018, as shown in the table below:



13.14 Bowling and Softplay

Hailsham Leisure Centre further has a 8-lane bowling alley and a soft play area for young children. Usage of these facilities fluctuates with high usage being predominately at weekends and during school holidays. The table below shows usage has increased dramatically since 2014 when just under 2,000 visits were made to over 5,500 visits in 2017.



13.15 Active Communities – community engagement programme

As well as providing fitness facilities Freedom Leisure also work within the community via a series of outreach programmes, under the Active Communities banner. These include:

- **Active 4 All** - Support sustainability of activity and sport sessions for participants with physical and learning disabilities;
- **Inclusive Gym** - Fitness and Swim Programme: Developing inclusive programmes at sites to engage disabled people in to new programs;
- **Holiday clubs** - Provide positive experiences for children during holiday clubs, providing a wide range of sporting and physical activity opportunities;
- **Wealden Activity Days** - Support and attend the five activity days across Wealden during the Summer holidays;
- **Active Play Sessions** - Run outdoor sport and play sessions on recreation grounds and parks across Wealden, targeting areas of greatest need identified as having higher levels of child obesity;
- A number of activities aimed at an **aging population** for example, health walks, walking football, netball and new age kurling.

During 2017/18, some of the highlights from the Active Communities programme included:

- 358 children engaged with the Hellingly Active Play sessions
- 4,543 children attended centre based holiday clubs
- 2,076 Oasis GP referral visits
- 732 people attended Active4Life classes
- 938 children attended junior Squash sessions
- 3 local league teams formed from Back 2 Netball sessions

Active Communities also recently developed a number of new initiatives and activities (figures for 2018 only), these include:

- Disability session – 484 people attended
- Walking football (for aged 50+) – 1,798 people participated
- Walking netball (for aged 50+) – 223 people participated
- Junior squash – 1290 young people attended sessions
- Active play sport and play sessions – 1,015 children and young people took part in the sessions

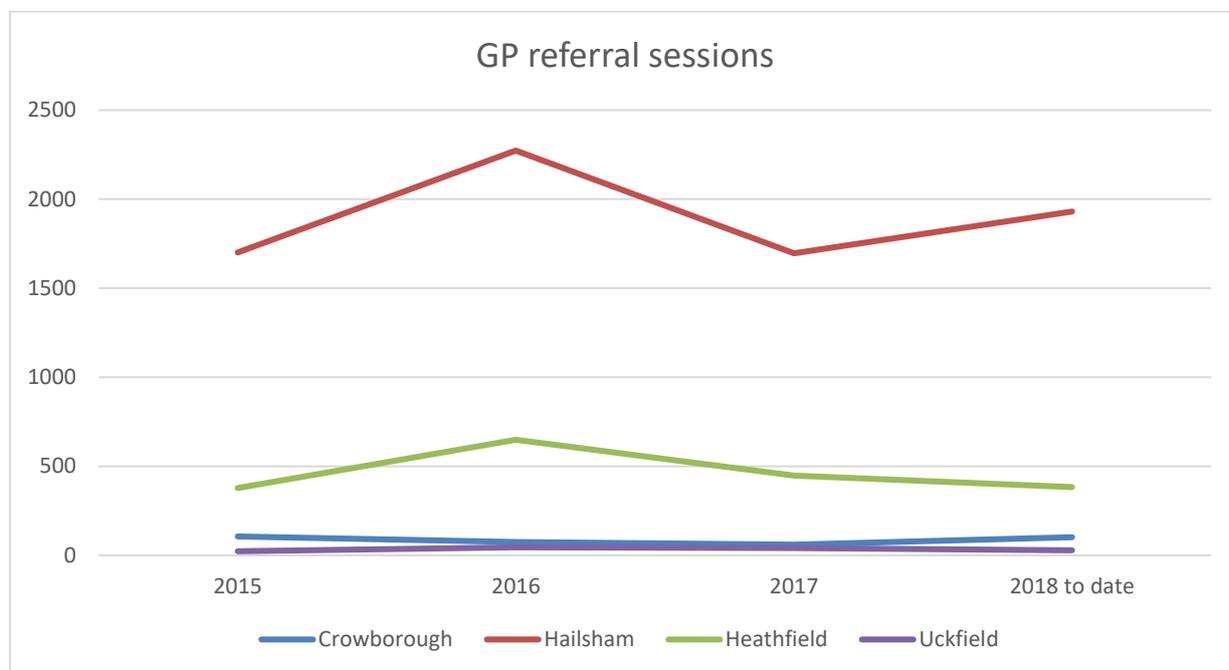
13.16 GP Referrals

Freedom Leisure have been pioneers in the GP referral programme. Hailsham Leisure was the first centre to provide this service over twenty years ago. More recently, Hailsham Leisure Centre won the award for 'Best Rehabilitation Facility of the Year' at the National Fitness Awards in 2015 and 2016.

Hailsham leisure centre has run a wide range of rehabilitation sessions for people recovering from stroke, cancer and heart disease and overcoming obesity for over ten years. The specially trained staff at the leisure centre work closely with local hospital trusts and charities to fulfil rehabilitation and care programmes for patients on their behalf. Hailsham Leisure Centre now also runs specialist services for; falls prevention,

mental health and recently introduced a range of services for people with dementia. The staff at the centre have recently undergone dementia friendly training.

Providing these innovative services in a local community leisure centre means that they are accessible to all. This allows members to complete their rehabilitation in a local, friendly, supportive and social setting, where they feel welcome and relaxed.



13.17 Social Prescription – Health Coach programme

The scheme delivered by Vitality Works, Herstmonceux Integrative Health Centre (HIHC) and a number of partners including Freedom Leisure and Wealden District Council was introduced in 2017 as a pilot project. The project has continued to develop and is now funded by Eastbourne, Hailsham and Seaford Clinical Commissioning Group. It gives people the opportunity to work with a professional Health Coach (with nursing and exercise expertise, provided by Freedom Leisure) to identify their own health goals and set achievable targets. The programme enables people to gain confidence, increase motivation and work towards their own health goals.

Once referred by the GP or surgery nurse the scheme consists of a three-step programme:

1. **Coaching:** Four confidential one-to-one sessions with a qualified health coach;
2. **Learning:** Half-day wellbeing course delivered by a number of speakers who unlock the key to achieving health goals – includes a toolkit;
3. **Support:** Unlimited weekly 'drop-in' support evening sessions, with motivational talks and seminars covering the ten identifiable characteristics of a resilient person. Sessions include self-confidence, yoga, nutrition and first aid.

Over 200 patients have now benefited from the programme and will be expanded to a further four Hailsham surgeries shortly.

Research from the initial pilot study (78 patients) who were very regular GP visitors prior to engaging with the Health Coach programme, identified:

- A reduction in their visits by 38% from 349 visits to 215;
- The NHS estimates each GP visit costs approximately £45, so the reduction of 134 GP visits realised savings of over £6,000;
- 100% of respondents were satisfied or highly satisfied with the health coaching service;
- 60% of participants increased their levels of movement/exercise;
- 52% made positive changes to their diets; and
- 48% have seen an improvement in their mental health.

13.18 Customer Satisfaction

Freedom Leisure use Net Promoter Scores 'NPS' for customer satisfaction. Surveys are undertaken twice a year. LeisureNet and NPS enable clients to benchmark themselves against dozens of sectors in the UK and America. Initial research already carried out by Leisure-net Solutions suggests that the health and fitness sector's average NPS is 34%.

The latest NPS scores for the Wealden sites (May 2018) are below;

- Hailsham 43%
- Heathfield 38%
- Crowborough 37%
- Uckfield 18%

Uckfield scored below the average. The main issues at this site were poor car parking (the leisure centre is a dual use site sharing a car park with Uckfield College) and cost (a 24hr low cost gym is now located in the high street).

13.19 Freedom Leisure's views of future trends in leisure services

Freedom Leisure has seen a substantial change in the industry over the past six years. Fitness training has changed, with more and more apps, YouTube videos, functional trainings, strength and conditioning and small group training, plus equipment that connects to the internet and the customers favourite fitness app's.

Studio classes have changed with more dance-based classes and circuit style classes. Studio users are very loyal and remain members for a long period and have the highest rates of retention.

Aqua rehab classes are seeing an increase in participation. Swimming has changed with more apps available to help you track your progress

The Future

The trick is to get new users within the 18-25 demographic and also the older population who are more likely to be able to attend sessions during off peak hours.

14.0 Overview of Wealden's indoor sports facilities

The household survey conducted as part of the Built Sports Facility Needs Assessment study highlighted Sport and Leisure facilities are used regularly by significant numbers of Wealden residents:

- 43% of households report visiting a leisure facility at least once a month
- Using gym/health and fitness facilities monthly (33%)
- Swimming pools at least once per month (33%)

The Wealden Indoor/Built Sports Facility Needs Assessment 2016-2028 looked into a number of sports and indoor facilities.

Below is a summary of its finding:

- Leisure centres (Hailsham, Crowborough and Uckfield) continue to form the bedrock of local authority built sports provision. In rural local authorities, such as Wealden, leisure centres hosting pools, sports halls and other facilities for the foundation for community use.
- Some of the larger independent schools have very impressive built sports facilities. Whilst these can sometimes be available for outside use by clubs and organisation, their primary function is to meet the needs of the school, and they are used for that purpose for long hours throughout the week.
- The main senior schools in Wealden providing facilities for swimming, badminton, basketball netball, five a side football and volleyball are;
 - Bede's school (indoor 25m x 6 lane swimming pool and 8 badminton court size sports hall);
 - Beacon Academy (indoor 25m x 6 lane swimming pool and 4 badminton court size sports hall);
 - Hailsham Community College (4 badminton court size sports hall);
 - Heathfield Community College adjacent to Heathfield Leisure Centre (4 badminton court size sports hall);
 - Uckfield Community Technical College (indoor swimming pool and 4 badminton court size sports hall);
 - Uplands Community College (including two sports halls, a fitness suite and exercise studio and two synthetic turf pitches – sand based and 3G).

14.1 Swimming

There are a large number of pools located within Wealden however many are located within educational premises and use, if any, is limited for community use. See annex 3 for the location of know swimming pools.

There are three community pools with Wealden located in the leisure centre sites at Hailsham, Crowborough and Uckfield. See annex 4, for drive catchments for Hailsham, Uckfield and Crowborough Leisure Centre pools.

A number of neighbouring areas including Motcombe Pool, The Sovereign Centre (Eastbourne), Seahaven Swim and Fitness Centre, Tunbridge Wells Sports Centre and The Kings Centre and a 15-minutes' drive catchment can be found at annex 5.

14.2 Sports Hall

Sports hall are made up from a number of venues including schools, village halls, scout halls and purpose built facilities. They accommodate a diverse range of sports and recreational activities. They are flexible spaces that can be used for activities that include basketball, badminton, indoor football/cricket training, table tennis, gymnastics, netball and a host of other training activities including rehabilitation.

See annex 6 for the location of know sports halls. Annex 7 shows the travel time residents are prepared to travel to sports and leisure centres.

The local authority (representing 30% of the total stock) controls only 12 of the 40 badminton courts within the district. The remaining provision is from within the education sector. Provision at non-local authority facilities does not necessarily provide for assured access by the general community, and we cannot guarantee use in the long term.

A recent survey indicated that the majority of respondents used sport and leisure facilities on a regular basis and roughly 60-70% indicated that they were prepared to travel for up to around 15 minutes to use such facilities and the most popular mode being by car.

See annex 8, for drive catchments for key Wealden District Council controlled sports halls.

A number of neighbouring areas including Bexhill Leisure Centre., Downs Leisure Centre, Shinewater Sports and Community Leisure Centre, The Sovereign Centre, Tunbridge Wells Sports Centre and The Kings Centre and a 15-minutes' drive catchment can be found at annex 9.

14.3 Other Indoor facilities

Athletics - The only athletics track in the district is the all-weather polymetric athletics track at Crowbrough (Goldsmiths) Recreation Ground. The closest synthetic tracks are available are six lane facilities in Lewes and Eastbourne

Bowls – The Wealden Bowls centre is located as part of a tennis and bowls complex in Maresfield. This is the only facility in the local authority and others close to the District borders are at David Lloyd Club, Eastbourne, Denton Island Indoor Bowls Club, Eastbourne & District Indoor Bowls Club, Eastbourne Sports Park, Egerton Park Indoor Bowls Club, Gulliver's Bowls Club, Langney Sports Club, royal Tunbridge Wells Indoor Bowls Club and Tunbridge Wells Sports Centre.

Indoor Tennis – Whilst lawn tennis can be played on a variety of surfaces, both indoors and outdoors, there is only one indoor tennis court provided in Wealden at Alfriston Tennis Centre. The nearest alternative provision is in Tunbridge Wells and Eastbourne, where there are much larger multi-court facilities.

The table below provides a summary of the assessments' recommendations on the indoor facilities given the expected population growth:

Facility	Comment	Standard	Calculation as applied to additional population increase by 2028
Swimming	Only 900 square metres of waterspace in community use	National comparative data suggest an appropriate level of provision should be 1609 square metres and ideally with a 15 minute drive	With the projected housing growth, data suggests there will be an additional demand for an extra 278 sq.m. of water space – around the equivalent of 1.2 25m x 4 lane pools
Sports halls	The district currently has the equivalent of 40 courts within sports hall that are available for some level of community use.	National comparative data suggest an appropriate level of provision should be 41 courts (10.3 sports halls) and ideally within a 15 minute drive	Need for an extra 1.77x4-sports hall (7.1 courts) using the projected population demand
Health and Fitness Suites	It is estimated that only 226 of the 504 health & fitness stations are easily available for community use on a pay and play basis and at public centres (leisure centres and community schools).	This equates to 1.4 stations per 1000 population in 2016, lower than the recommended average.	There is currently a deficit of facilities and a need for an additional 39 health & fitness stations over one or more of its centres

15.0 Outdoor Space

From research undertaken for the Wealden Open Space Study, the main findings regarding the quality and quantity of Open Spaces within Wealden were:

15.1 Quantity

In the main, a majority of households thought that overall there were enough open spaces and outdoor facilities.

A clear majority responded that overall there are enough outdoor bowling greens (85%) and grass playing fields (74%). Smaller majorities (over 60%) think that in general there are enough tennis/netball courts and MUGAs; water recreation facilities; and allotments (62%).

However, there are three open space typologies where a majority of respondents suggest there is a general need for more. 53% suggest a shortfall of facilities for teenagers; 55% for natural green space - wildlife areas/nature reserves; and 52% for informal open spaces - for ball games, picnics, hobbies, dog-walking etc.

15.2 Quality

For all kinds of outdoor facilities/open spaces a majority of households suggested that in general they were of average or better quality (though the most common rating tended to be only "average"). However, for some typologies there were notable levels of dissatisfaction with general levels of quality as noted below.

36% of households highlighted the overall quality of outdoor facilities for teenagers as being either poor or very poor. The quality of Multi-Use Games Areas - and artificial turf pitches - was rated as poor or worse by about 30% of respondents.

In contrast, a majority in terms of quality rated some kinds of facilities/open spaces highly. These include country parks (60%); natural green space - wildlife areas/nature reserves (59%); footpaths, bridleways and cycle paths (53%); and parks and recreation grounds (52%).

15.3 Access (geographical)

There is great variance in respondent household's willingness to spend time travelling to different types of facility and open space.

At least 50% of households are prepared to travel 16 minutes or more to visit country parks (64%); natural green space - wildlife areas/nature reserves (56%); outdoor bowling greens (55%); artificial turf pitches (53%); and water recreation facilities (52%).

In contrast, for significant numbers of residents, facilities need to be much more locally accessible before they will be used (for example, play areas, allotments, and informal open space areas - for ball games, picnics, hobbies, dog walking etc.).

Respondents are more likely than not to drive to many open spaces and outdoor facilities, most notably outdoor bowling greens (75%); artificial turf pitches (71%) and tennis/netball courts (68%). Other facilities where driving is the norm for at least 60% of households are MUGAs, country parks and water recreation sites.

Walking is the norm for many, most notably for facilities such as play areas (74%); informal open spaces - for dog walking, picnics etc. (64%); teen facilities (60%); footpaths/bridleways and cycle paths (60%); parks and recreation grounds (58%); and allotments (57%).

It is also notable that cycle access is significant for some households in relation to some typologies such as footpaths, bridleways and cycle paths (10%), MUGAs (7%) and youth facilities (5%).

78% of households confirmed that they would be prepared to walk/cycle further if the quality of the route was improved and 82% also said that if the quality of the route was improved they would make the journey more often.

15.4 Other issues and observations

Some sectors of the community face particular barriers to access such as disabled people; children and young people; households in the more isolated rural areas and those in the more deprived urban wards of the study area.

15.5 Neighbouring authorities and locality areas

Neighbouring local authorities and local parish and town councils were asked to feed into the process.

As part of the Open Space Study forward planning officers were contacted from all six neighbouring authorities to check if they had identified any cross border issues that they thought should be taken into account in relation to the study.

The variety of documents and strategies in place (and their relevance to current planning policy) is considerable, embracing green infrastructure studies, open space strategies, and sport, recreation and play strategies. The approach adopted by each authority is very much locally derived. It is notable that many authorities are currently involved with commissioning new open space related studies or updating previous strategies that are out of date.

There is scope for neighbouring local authorities to work together to make the most of accessible natural green space resources and to develop some common themes and agendas.

15.6 Town and Parish Councils

Within Wealden District, there are 42 parishes. 40 have town/parish councils and two hold an annual parish meeting as part of their governance. Surveys were sent to all parish councils together with two reminders to chase responses as needed. In total, 33 parish councils responded. The survey covered issues relating to the quantity, quality and accessibility of various types of open space, sport and recreation facilities. There was also an opportunity for the local councils to highlight any priorities they might have for new or improved provision.

15.7 General Overview

The individual town/parishes are very different in relation to size, demographics, geography, needs and demand/aspirations. It is important that the study consider this variation.

- 29 of the 33 town/parish councils who responded were directly responsible for the management of various local spaces and facilities
- 24 of the 33 local councils who responded noted that there was a need for additional or improved open space, sport, play and recreation facilities within their town or parish
- 12 of the parishes did not think there was scope for greater community use of outdoor sport and recreation spaces at local schools; and nine were not sure. However, 12 of the parishes highlighted potential for community use or noted a need for improvements
- The sector of the community most commonly identified, as being poorly served in relation to their needs were young people/teenagers.

15.8 Common areas of concern

For the parish councils, the areas of most common concern are:

- Not enough areas for teenagers e.g. skate parks, shelters etc. and the quality of existing play area.
- Improvements and new provision of village and community halls
- The need for additional Multi-use games areas/tennis courts in some parishes (primarily MUGAs)
- The need for additional pitches (football mainly) and improvements e.g. drainage.
- Improvements to footpaths, bridleways and cycle paths.

15.9 Quality considerations

The quality factors most commonly deemed to be of a high priority as regards recreational public open spaces are that:

- They should be safe and secure for those using them.
- They should be easy to get to (and get around) for all members of the community.
- Equipment and grounds should be of high quality and well maintained. They should be clean and free from litter and graffiti.
- They should have good car parking facilities.

16.0 Other Areas for consideration

16.1 ESCC/ Colleges position post 2022

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16.2 Hailsham Town Centre Re-development - Placemaking

The Masterplan for Hailsham recommends that the existing leisure centre is demolished but a new leisure centre is replaced within the new town centre development. Leisure facilities are key to placemaking design.

*Placemaking - Why getting it right matters – not only to speed up high quality housing delivery in the short term, but also to ensure that new communities are economically, socially and environmentally sustainable in the long term.

Great places work for the people who live there

- Good master planning and design process
- Strategic placemaking
- Physio and socio-economic context
- Existing landscape and built environment
- Townscape and housing typologies
- Enjoyable, diverse and inclusive neighbourhoods
- Authentic materials and details
- Sustainable and healthy design

'Place' - how new development is anchored in what is specific and unique to a location.

'People' - how a new community, street or individual home can fulfil the universal human needs to live productive, connected and healthy lives.

Places where People want to Live

- 01 The right place for the right housing
- 02 A place to start and a place to stay
- 03 A place which fosters a sense of belonging
- 04 A place to live in nature
- 05 A real place to enjoy and be proud of
- 06 A place with a choice of homes
- 07 A place with unique and lasting appeal
- 08 A place where people feel at home
- 09 A sustainable place for future generations
- 10 A place where people thrive

*'Ten Characteristics of Places Where People Want to Live' - RIBA Architects

End of Report-
Community & Regeneration
January 2019

Annex 1: Heathfield Headlease - Break Clause

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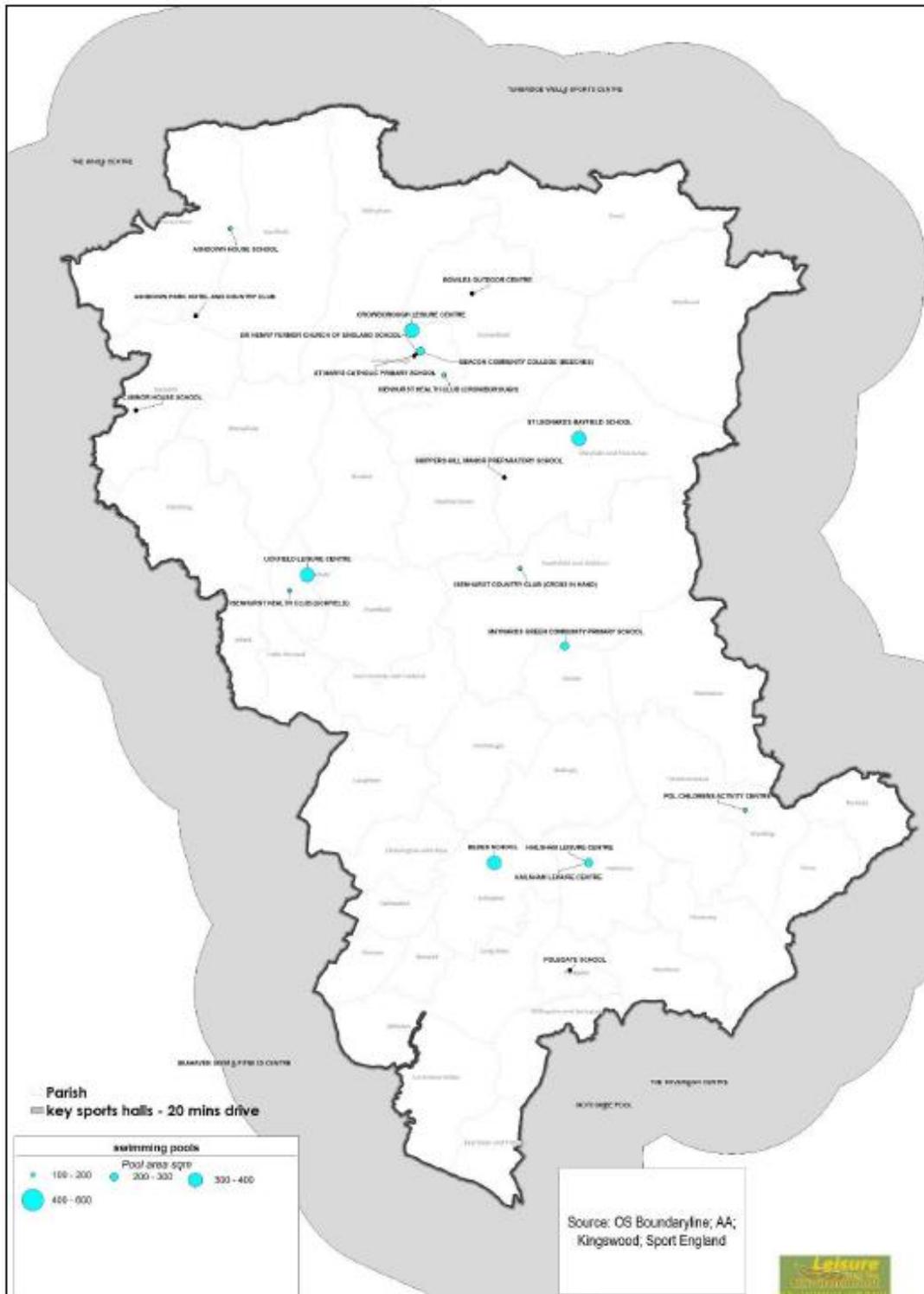
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Annex 2: Uckfield Headlease - Break Clause

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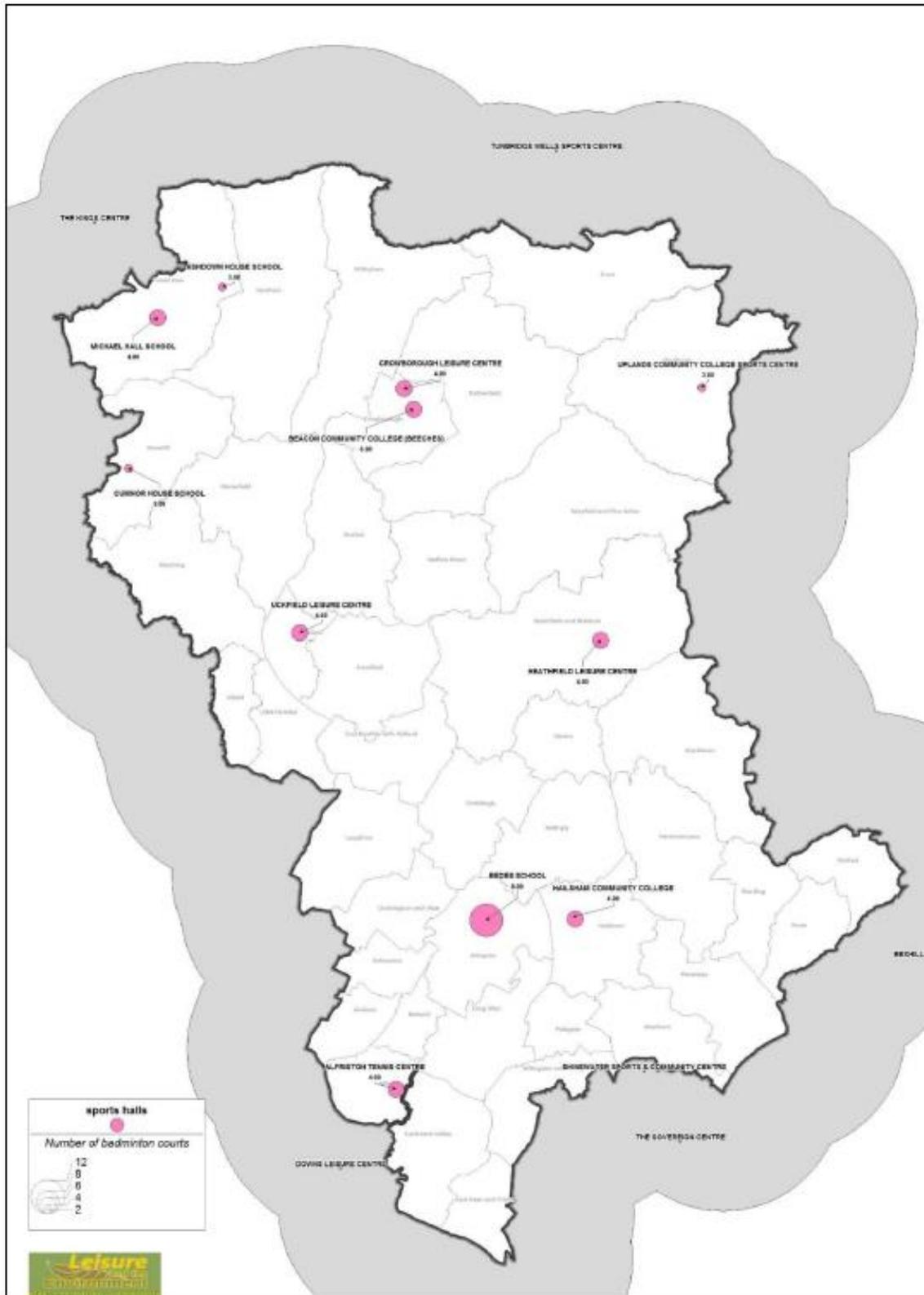


Annex 3: Location of known swimming pools (Hailsham Leisure Centre has a main pool and a learner pool)



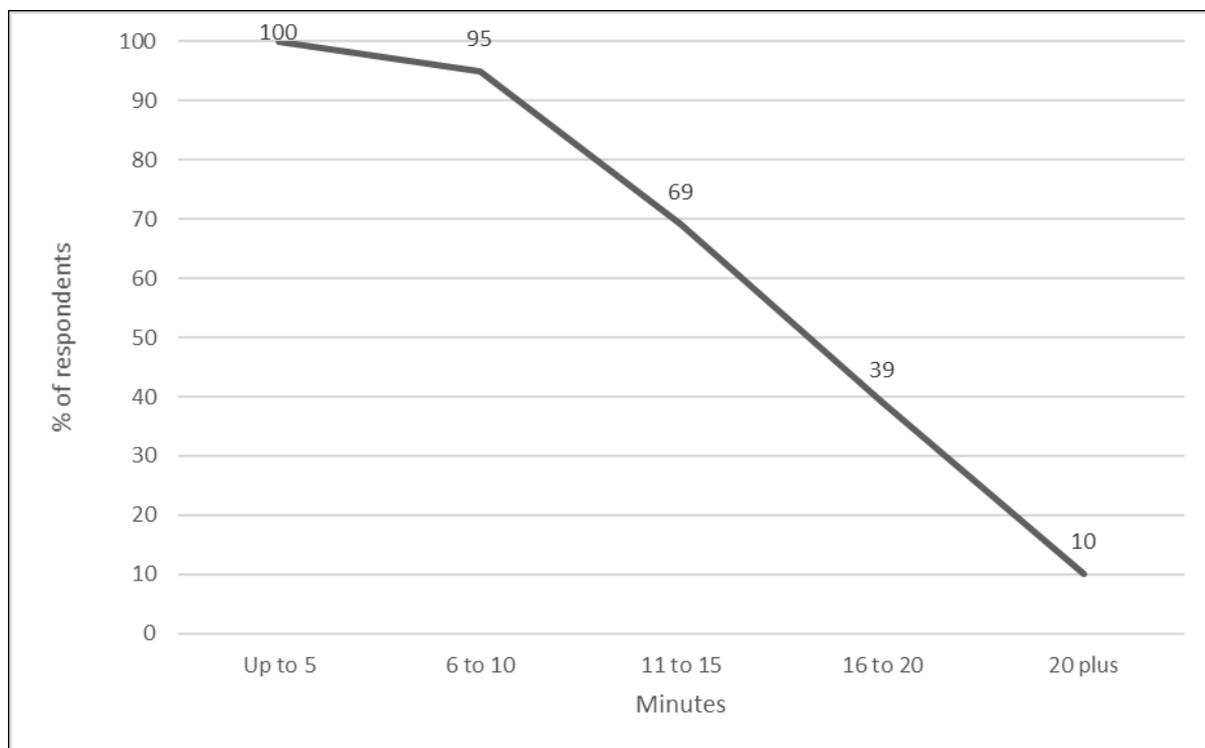
*Wealden District Indoor/Built Sports Facility Needs Assessment, page 34

Annex 6: Location of principal sports halls



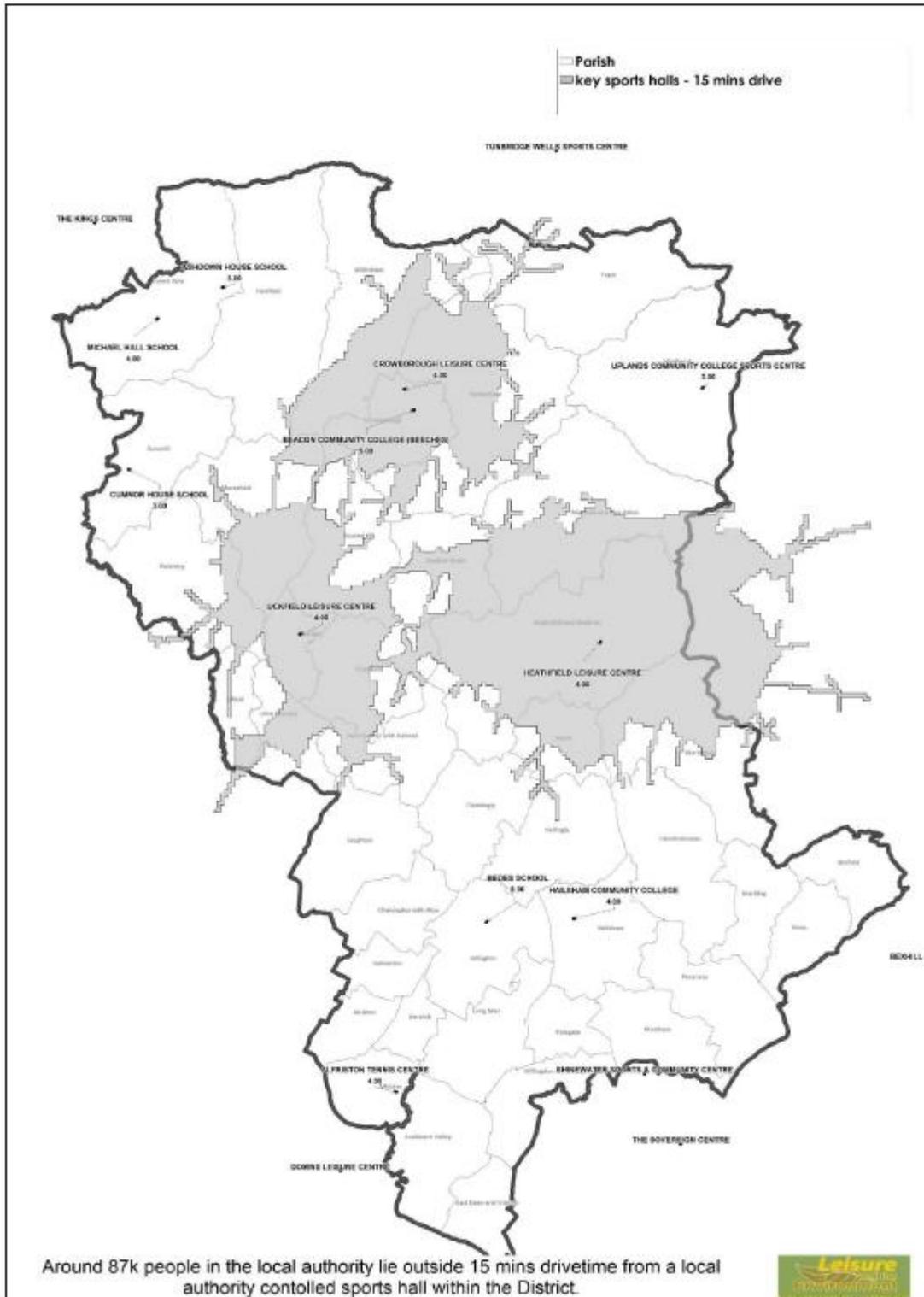
*Wealden District Indoor/Built Sports Facility Needs Assessment, page 49

Annex 7: Preparedness to travel to sports and leisure centres



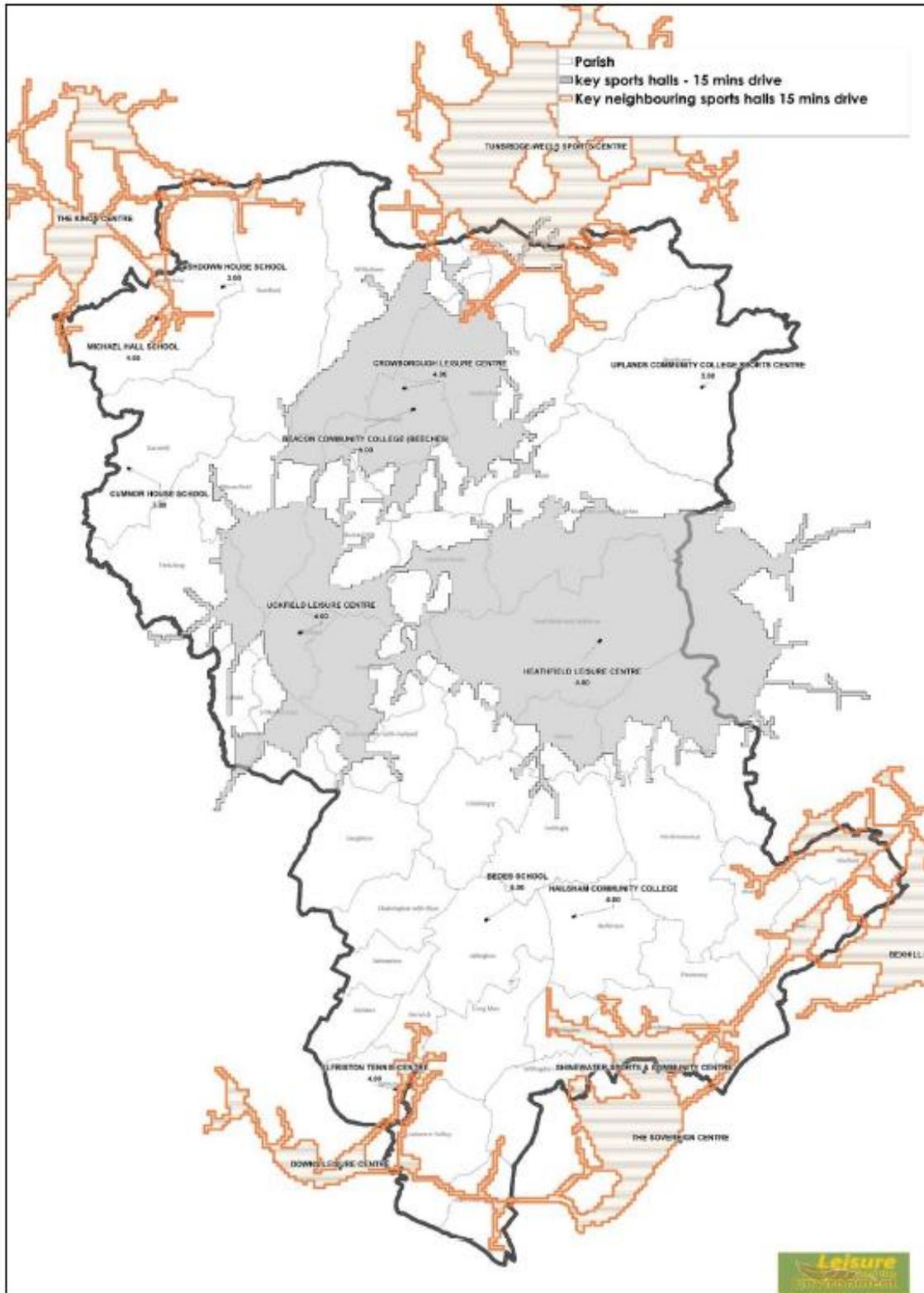
**Wealden District Indoor/Built Sports Facility Needs Assessment, page 63*

Annex 8: 15- minute drive catchments for key Wealden District Council controlled sports halls



**Wealden District Indoor/Built Sports Facility Needs Assessment, page 65*

Annex 9: 15-minute drive catchments from key sports halls in neighbouring areas.



**Wealden District Indoor/Built Sports Facility Needs Assessment, page 67*