

# Broxbourne Leisure Facilities Strategy

## Context and Background

October 2013



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# 1. Introduction

This report sets out the trends in the Broxbourne population as the context for reviewing adult sports participation in pitch and outdoor sports and indoor sports where possible. It evaluates the findings of the Sport England evidence base on adult sports participation including the Sport England Active People surveys and Market Segmentation work.

In particular it covers:

- **Population trends in Broxbourne** - and in particular for the main adult age groups (16 – 44) that participate in outdoor and indoor sports – and what do these mean for changes in sports participation
- **Other socio economic indicators** affecting sports participation including health, wealth and educational attainment
- **Sports participation headlines - national level and in Broxbourne** – drawn from the latest Sport England Active People Survey, the trends overall in participation, how these are changing and what they mean for sports participation
- **Sports participation analysis - the most popular sports played by adults in Broxbourne** – again drawn from the Sport England Active People survey and where individual sports rank in terms of popularity when compared with other sports/physical activity
- **Sports participation analysis - the profile of sports participation in Broxbourne and how these are distributed** – using the Sport England Active People Market Segmentation data to set out a sports profile and spatial profile of the most dominant market segments in the district. How sports rank in terms of the importance and the amount of sports played by these groups in Broxbourne when compared with the national profile of participation in pitch sports
- **Sports participation analysis- the current and latent demand for sports in Broxbourne** – based on the Active People market segmentation survey findings, what percentage of the local population **DO play** sports now and where they are located in the authority. What percentage of the local population would **LIKE TO** play pitch sports and where they live
- **The strategic context** for the studies is also considered including existing strategies and policies affecting sport in the area.

The information below is taken from a variety of primary and secondary sources. The Local Sport Profile tool has been developed by Sport England to help local authorities to generate a sporting profile for their area in the form of charts and tables, bringing together data on sporting participation and provision. This data is fundamental to local authorities and other partners involved in developing and delivering sporting opportunities in their communities. The profiles were introduced in autumn 2010, updated in March 2011, February 2012 and March 2013 to include data from Active People 6 released in December 2012.

## 2. Demographic and Socio Economic Data

Demographic data for Broxbourne forming the basis of the studies is taken from figures supplied by the Council and based on a Strategic Market Housing Assessment produced for the Council in February 2013 by J G Consulting and G L Hearn. These figures take into account a housing target of 5,000 units to be built over the 20-year period from 2011 to 2031 (with an interim date of 2021), which the Council considers to be a reasonable planning figure.

Population changes												
	2013				2021				2031			
	M	F	Total	%	M	F	Total	%	Male	Female	Total	%
0 to 4	3,255	3,110	6,365	6.7	3,375	3,222	6,598	6.7	3171	3028	6199	6.0
5 to 9	2,957	2,915	5,872	6.2	3,518	3,331	6,849	6.9	3341	3162	6503	6.3
10 to 14	2,951	2,666	5,617	5.9	3,219	3,092	6,312	6.4	3531	3335	6866	6.6
15 to 19	2,988	2,843	5,832	6.2	2,867	2,676	5,543	5.6	3513	3288	6801	6.6
20 to 24	2,749	2,770	5,519	5.8	2,527	2,490	5,017	5.1	2639	2607	5246	5.1
25 to 29	2,814	3,057	5,871	6.2	2,898	3,080	5,977	6.0	2663	2852	5515	5.3
30 to 34	3,000	3,194	6,194	6.6	3,121	3,436	6,557	6.6	2922	3167	6089	5.9
35 to 39	2,846	3,088	5,934	6.3	2,918	3,380	6,298	6.4	3085	3493	6578	6.3
40 to 44	3,233	3,604	6,836	7.2	2,936	3,282	6,218	6.3	3186	3606	6792	6.5
45 to 49	3,527	3,864	7,391	7.8	2,870	3,225	6,096	6.1	2980	3418	6398	6.2
50 to 54	3,232	3,363	6,595	7.0	3,318	3,722	7,040	7.1	2903	3290	6193	6.0
55 to 59	2,569	2,791	5,360	5.7	3,245	3,612	6,856	6.9	2752	3134	5886	5.7
60 to 64	2,288	2,450	4,738	5.0	2,656	2,890	5,546	5.6	2963	3423	6386	6.2
65 to 69	2,396	2,611	5,007	5.3	2,022	2,391	4,413	4.5	2795	3276	6071	5.8
70 to 74	1,689	2,023	3,712	3.9	2,101	2,427	4,527	4.6	2228	2662	4890	4.7
75 to 79	1,453	1,760	3,213	3.4	1,659	1,961	3,620	3.7	1621	2129	3750	3.6
80 to 84	1,041	1,433	2,475	2.6	1,160	1,601	2,761	2.8	1559	2015	3574	3.4
85+	708	1,295	2,003	2.1	1,207	1,704	2,911	2.9	1818	2248	4066	3.9
	45,696	48,839	94,534	100	47,616	51,523	99,140	100	49670	54133	103803	100

For 2013 the overall population structure is as follows (comparisons extrapolated from Sport England's Local Sport Profile and compared with the national average);

- Slightly higher proportion of males than average
- Fewer people in the 15-19 age group
- More people in the 20-24 age group
- Fewer people in the 25-34 age group
- Fewer people in the 35-49 age group
- Fewer people in the 50-64 age group
- More than the national average of pensioners (i.e. those over 60/65)

In all cases however the differences with the national average are not marked.

There are also the following:

- Small proportion of non white residents
- Smaller proportion of disabled people.

The anticipated population growth by 2021 is about 4,500 (or 5%) and by 2031 is about 9,300 (or about 10%). There is a generally ageing population - the largest growth will be in people aged over 60 representing growth of 12%/36%. The population aged 75 and over is projected to increase by an even greater proportion (21%/48%) At the other end of the age spectrum there are projected to be around 10-11% more people aged under 15 with a small increase also shown for the 15-29 age group to 2031 (though a fall to 2021). The 30 - 44 age group will rise slightly, and 45-59 age groups decline to 2031 (though increase slightly in the shorter term).

If these changes are analysed in accordance with the different age groups that generally take part in different sports, the situation is expected to be as follows (percentages rounded):

Age group	Change 2013-2021	Change 2013-2031
<b>Overall increase 2011-2031</b>	+5%	+10%
<b>Overall active population (5-44)</b>	+2%	+5%
<b>Junior sport (10-19)</b>	+4%	+19%
<b>Adult pitch sports (20-34)</b>	-0.2%	--4%
<b>Adult indoor sports (20-44)</b>	-1%	-0.5%
<b>Veterans sport e.g. bowls (45- 69)</b>	+3%	+6%

There is likely over the period of the strategy to be an overall increased demand for sport of about 2-5% compared with the increased population of 5-10%, a significant increased demand for junior sport and sports attractive to older people such as bowls and tennis, but a decline in demand for pitch sports and indoor sports undertaken in a sports hall.

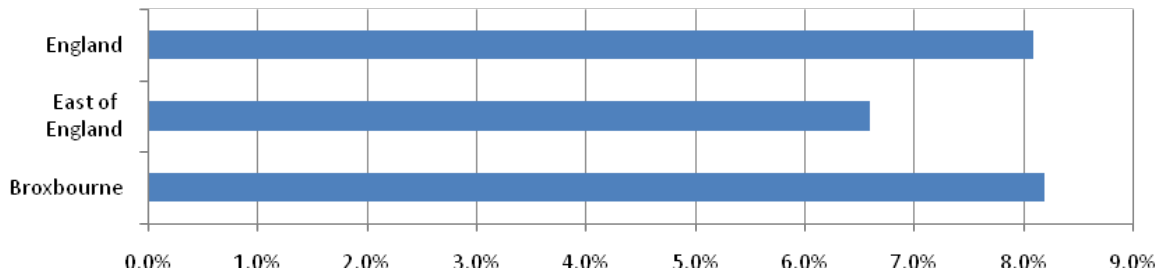
## Unemployment

Unemployment is (2011) above the average rate for the region and England, and this has implications for sports participation in terms of available income which inhibits participation, but increased time which could enhance it.

Geography	Unemployed	Economic-ally Active	Rate
<b>Broxbourne</b>	4.2	50.8	8.2%
<b>East of England</b>	196.2	2,973.7	6.6%
<b>England</b>	1,989.5	26,360.8	7.5%

Source: Annual Population Survey Year: 2011  
Measure: Number and proportion of adult population that are unemployed and number that is economically active.

### Unemployment Rate as a proportion of Economically Active Pop

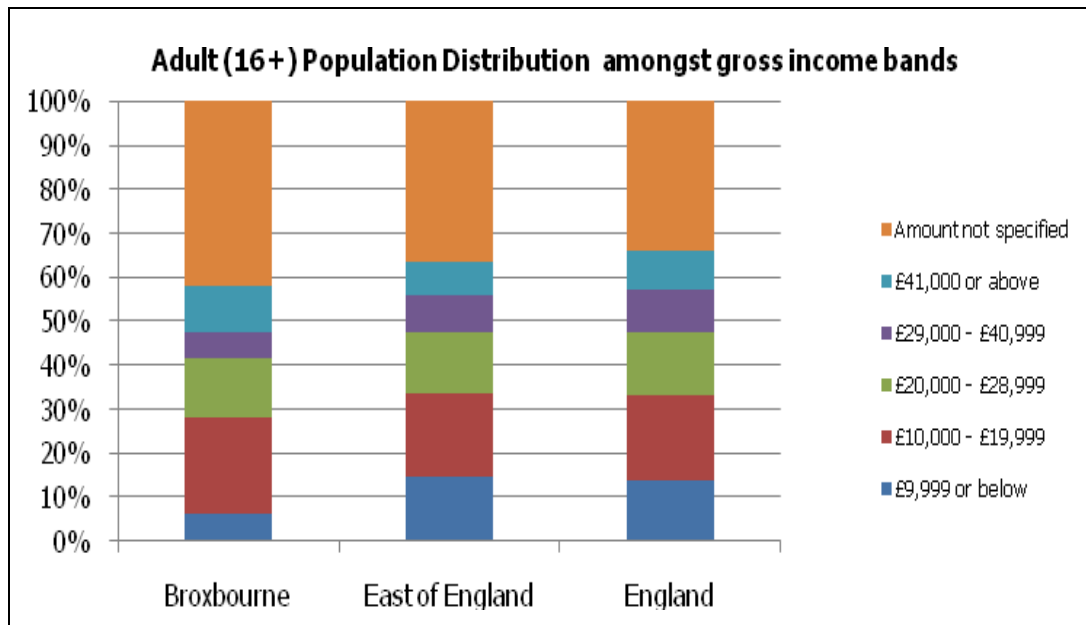


### Gross income

Gross Income Band	Broxbourne	East of England	England	% Region	% Nation
£9,999 or below	4.6	682.5	5,848.7	0.7%	0.1%
£10,000 - £19,999	16.0	893.0	8,124.1	1.8%	0.2%
£20,000 - £28,999	9.7	639.5	6,077.2	1.5%	0.2%
£29,000 - £40,999	4.2	402.0	4,003.4	1.0%	0.1%
£41,000 or above	7.6	346.3	3,784.8	2.2%	0.2%
Amount not specified	30.4	1,717.9	14,316.0	1.8%	0.2%

Source: Annual Population Survey, Year: 2012

Measure: Numbers of adult population (in 000s) broken down by salary band



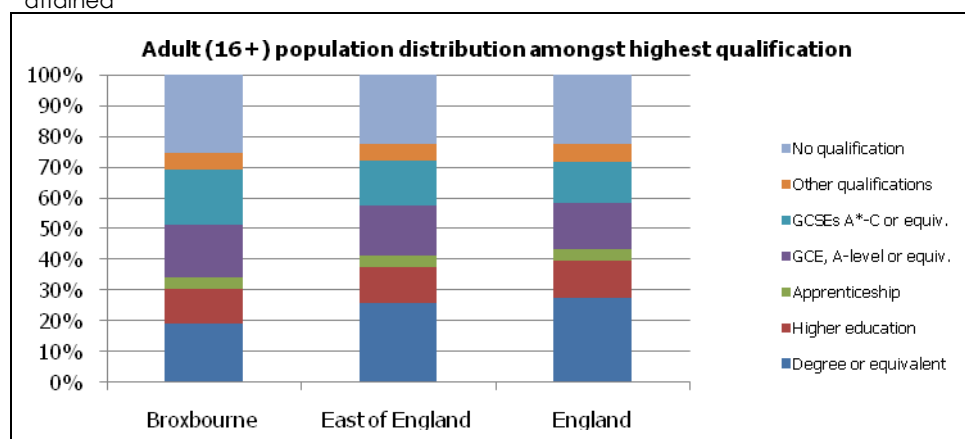
Generally Broxbourne can be categorised as a relatively prosperous borough, with a higher than average proportion of adults earning over £41,000 and a smaller amount earning below £10,000. At the same time there is a large proportion with middle incomes, and the overall picture hides local pockets of lower pay.

## Qualifications

Qualification Level	Broxbourne	East of England	England	% Region	% Nation
Degree or equivalent	14.4	1,218.9	11,769.4	1.2%	0.1%
Higher education	8.4	557.3	5,309.6	1.5%	0.2%
Apprenticeship	2.7	177.4	1,532.9	1.5%	0.2%
GCE, A-level or equiv.	12.9	769.5	6,544.6	1.7%	0.2%
GCSEs A*-C or equiv.	13.3	693.6	5,714.4	1.9%	0.2%
Other qualifications	4.1	254.2	2,461.8	1.6%	0.2%
No qualification	19.1	1,067.5	9,656.8	1.8%	0.2%

Source: Census 2011

Measure: Numbers (in 000s) of adult population broken down by highest qualification attained



Conversely the level of educational attainment in Broxbourne is generally lower than the average, with only about 2/3 of the average of residents with degrees, and rather more than the average with no qualifications at all. There is a positive correlation between higher educational levels and high levels of activity.

## Health

Health Profiles is a programme of Public Health England to improve availability and accessibility for health and health-related information in England. The profiles give a snapshot overview of health for each local authority in England. Health profiles are produced annually. Designed to help local government and health services make decisions and plans to improve local people's health and reduce health inequalities, the profiles present a set of important health indicators that show how the area compares to the national and regional average.

The overall conclusions for the Broxbourne Health Profile 2012 are set out below:

- The health of people in Broxbourne is generally better than the England average
- Deprivation is lower than the national average, although about 3,700 children live in poverty

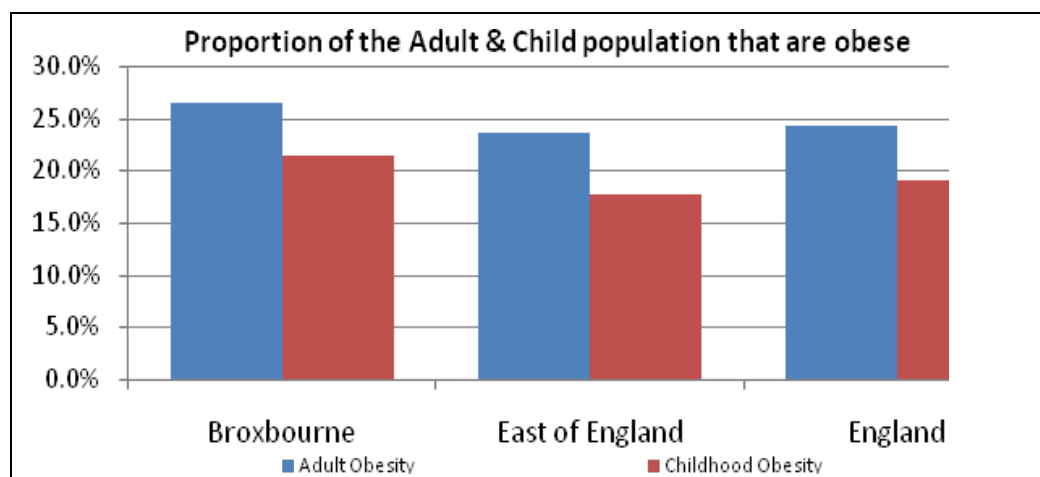
- Life expectancy for both men and women is higher than the England average. Life expectancy is 6.1 years lower for men and 5.9 years lower for women in the most deprived areas of Broxbourne than in the least deprived areas
- Over the last 10 years, all cause mortality rates have fallen. The early death rate from heart disease and stroke has fallen and is better than the England average
- The level of smoking in pregnancy is better
- There are high levels of child obesity. The estimated level of adult obesity is worse than the than the England average
- Rates of sexually transmitted infections, road injuries and deaths, smoking related deaths and hospital stays for alcohol related harm are better than the England average
- Priorities in Broxbourne include physical activity and obesity particularly among younger people, helping the expanding older population maintain their health, and continuing to reduce levels of smoking.

Additional and more detailed information is available below from Sport England's Local Sport Profiles below and other sources.

## Obesity

Obesity levels in adults and children (000s)				
Geography	Adult Obesity		Childhood Obesity	
	Number	Rate	Number	Rate
<b>Broxbourne</b>	19.1	26.4%	171	21.5%
<b>East of England</b>	1,104.8	23.6%	9,702	17.7%
<b>England</b>	10,201.3	24.2%	94,315	19.0%

Source: Department of Health: Year: 2006-2008 (Adults) 2010/11 (Children )



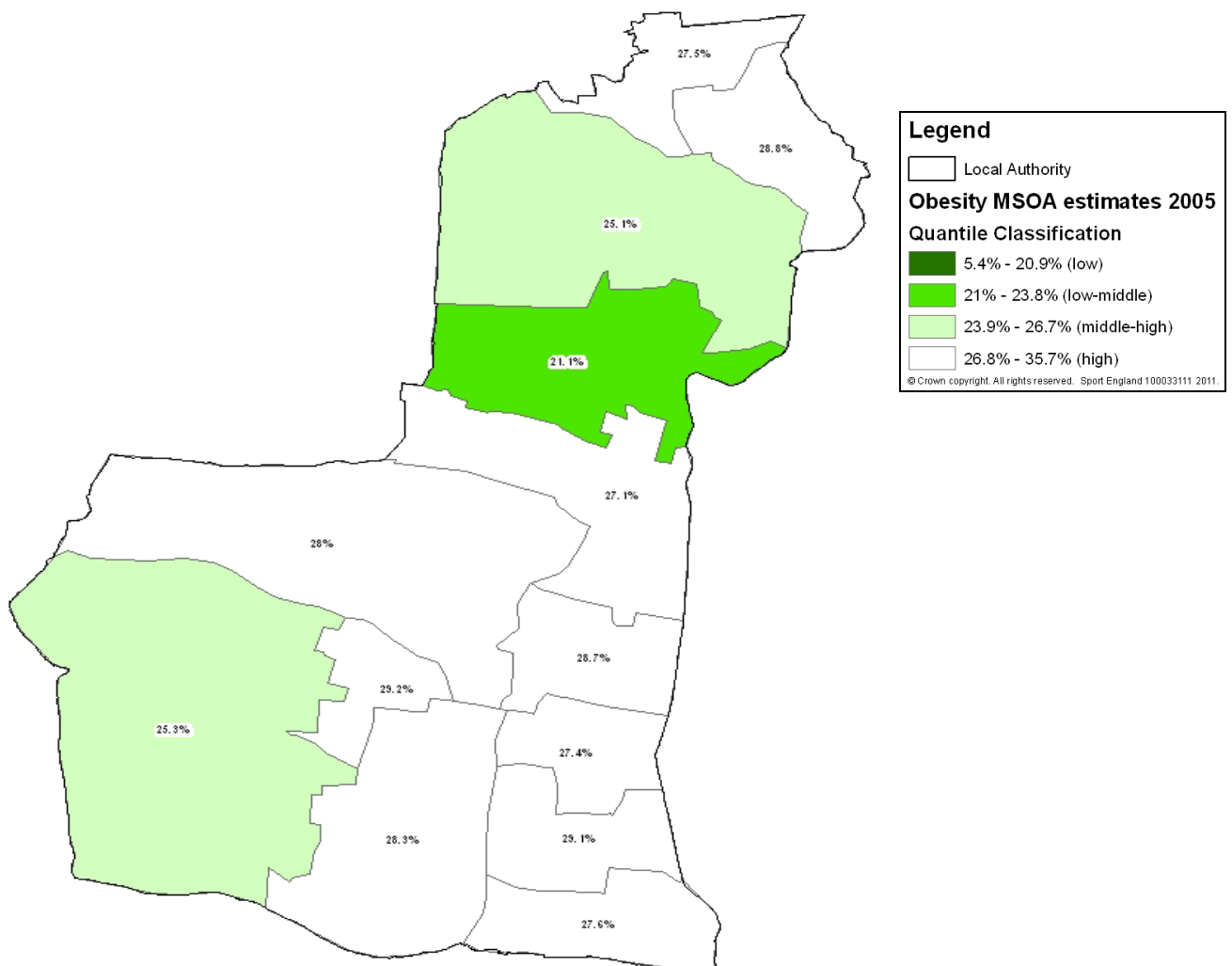


In a Health Summary produced by the NHS East and North Herts Clinical Commissioning Group in January 2013, Broxbourne had the highest prevalence of obesity in the area in 2011/12 for both Reception Class (13.4%) and Year 6 (17.4%) school children. This is considerably higher than the regional average for Reception Class (8.7%) and just above for Year 6 (17.2%).

Both adult and childhood obesity are therefore considerably higher than the average.

The map below (for the most recent date available 2005) shows that adult obesity rates were high over much of the borough, with lower levels in Broxbourne and Hoddesdon, and Goffs Oak. – there is no close correlation with the location of sports facilities, and these figures are more dependent on social factors

### Adult obesity rates



## Life Expectancy

Life expectancy by gender		
Geography	Life Expectancy	
	Male	Female
<b>Broxbourne</b>	80.4	84.4
<b>East of England</b>	79.6	83.2
<b>England</b>	78.6	82.6

Source: Department of Health; Year: 2008-2010 Measure: Life expectancy in years

Life expectancy in the borough is slightly higher than the average, for both men and women.

## Health costs of inactivity

Sport England recently commissioned the British Heart Foundation Health Promotion Research Group at Oxford University to examine the primary and secondary care costs attributable to physical inactivity. This builds upon work previously undertaken on behalf of the Department of Health in 2009.

The overall figure for England was £944million, based on the proportion of the cost of treating five major diseases that can be attributed to people being inactive. The total cost for treating these diseases is much higher; this is the proportion that can be related to physical inactivity.

The tables below show a breakdown of the cost of physical inactivity for each of the main disease categories in Broxbourne and comparative areas.

	Cancer lower GI e.g. bowel cancer	Breast Cancer	Diabetes
<b>Broxbourne</b>	£82,991	£85,440	£270,963
<b>East of England</b>	£5,853,928	£5,755,887	£19,484,702
<b>England</b>	£67,816,189	£60,357,887	£190,660,420

	Coronary heart disease	Cerebrovascular disease e.g. stroke	Total Cost	Cost per 100,000 pop
<b>Broxbourne</b>	£721,947	£153,820	£1,315,160	£1,457,383
<b>East of England</b>	£60,186,615	£11,718,678	£102,999,810	£1,785,966
<b>England</b>	£491,095,943	£134,359,285	£944,289,723	£1,817,285

Overall the cost in Broxbourne is 25% below the national average, and about 20% below the region, and this implies that the situation regarding the effects of these diseases is better in the borough than the average.

## Deprivation levels

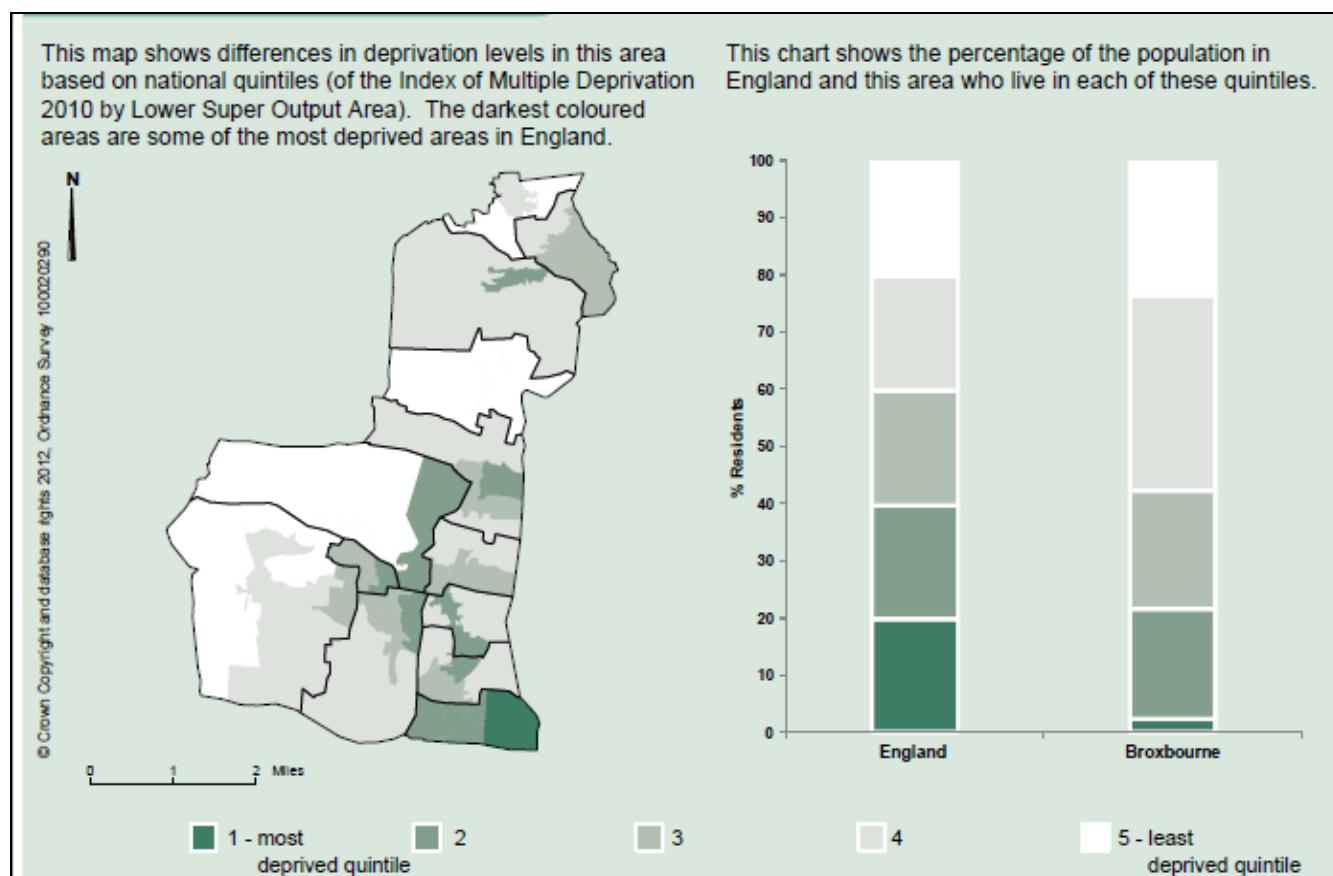
### Deprivation levels as measured by the Index of Multiple Deprivation (IMD)

Geography	Deprivation 2010
Score in Broxbourne	14.61
Rank in East of England (out of 56)	25
Rank in England (out of 353)	224

Source: Department for Communities and Local Government Year: 2010  
 Measure: Index of multiple deprivation and rank in region and nation

There is a close correlation between levels of deprivation and activity rates in sport, dependent on income, accessibility and other social factors. Broxbourne's overall deprivation score is in the middle third nationally and regionally – the graph below suggests that the largest proportion of the local population in fact lie in the second least deprived quintile. However within the borough, it is clear from the map that there are output areas where deprivation is above average (parts of Cheshunt, Hoddesdon and Turnford), while Waltham Cross is in the most deprived 20% of wards in England. There is much variety throughout the borough in terms of overall deprivation.

## 2010 Deprivation Levels from 2012 Health Profile



### 3. Participation in Sport

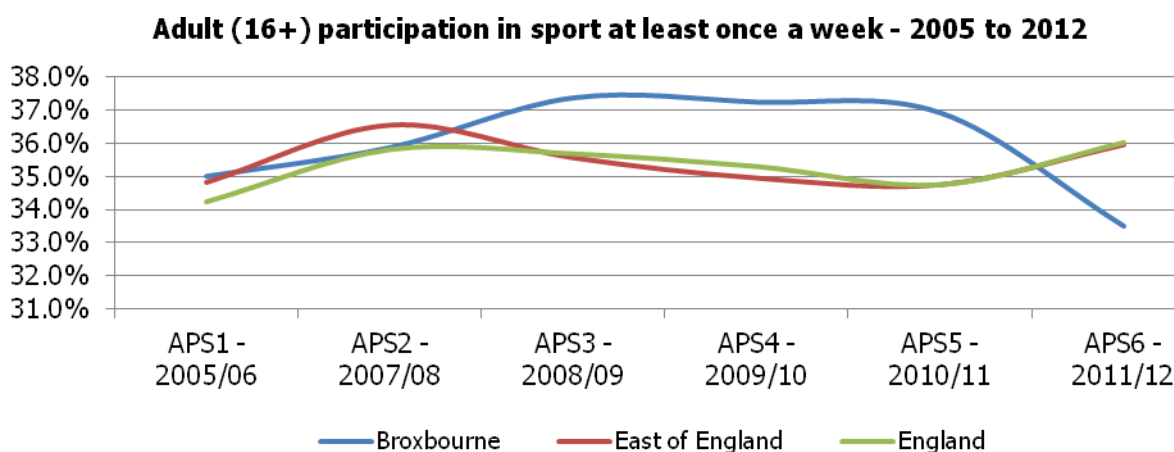
The Active People Survey continuously measures the number of people taking part in sport across the nation and in local communities. It is the largest survey of sport and activity ever carried out in Europe and forms the basis of the data below.

Sport England's new measure of sports activities across the population is the '1 x 30' indicator. It provides a measure of participation in at least 4 sessions of moderate intensity for at least 30 minutes in the previous 28 days, which is the equivalent of at least one session per week.

The indicator does not include recreational walking or recreational cycling. It does include more strenuous walking activities, such as hill walking, rambling and power walking. For those aged 65 and over, it includes light intensity activities such as yoga, pilates, bowls, archery and croquet. Besides the activities listed above, this includes cycling if done at least once a week at moderate intensity for 30 minutes. The latest 2012/13 figures are only available for the main headline data at present.

Adult (16+) Participation in Sport (at least once a week *), by year			
Year	Broxbourne	East of England	England
2005/06	35.0%	34.8%	34.2%
2007/08	35.9%	36.5%	35.8%
2008/09	37.4%	35.6%	35.7%
2009/10	37.3%	34.9%	35.3%
2010/11	36.9%	34.7%	34.8%
2011/12	33.5%	36.0%	36.0%
2012/13	41.1%	35.1%	35.7%

1 session a week (at least 4 sessions of at least moderate intensity for at least 30 minutes in the previous 28 days)  
 Source: Active People Survey, Year: 2005/06 (APS1), to 2012/13 (APS7), Measure: Adult participation



This is also broken down into more detailed datasets as set out overleaf.

## Adult (16+) Participation in Sport (at least once a week ^), by year, and demographic breakdown

Year	Broxbourne		East of England		England	
	2005/06	2011/12	2005/06	2011/12	2005/06	2011/12
<b>All</b>	35.0%	33.5%	34.8%	36.0%	34.2%	36.0%
<b>Male</b>	38.1%	39.2%	38.6%	39.8%	38.9%	41.1%
<b>Female</b>	32.1%	28.3%	31.2%	32.3%	29.8%	31.1%
<b>White</b>	35.3%	34.6%	34.8%	35.7%	34.3%	36.2%
<b>Non-White</b>	*	*	35.7%	40.0%	33.2%	35.5%
<b>Limiting Disability</b>	*	*	15.7%	18.5%	15.1%	18.3%
<b>No Limiting Disability</b>	37.9%	34.8%	38.1%	39.2%	37.8%	39.4%
<b>16-25</b>	56.9%	*	56.5%	55.2%	55.7%	54.0%
<b>26-34</b>	46.7%	*	46.1%	44.8%	45.2%	47.1%
<b>35-54</b>	33.9%	37.3%	36.5%	38.6%	35.2%	37.6%
<b>55+</b>	22.1%	25.4%	20.3%	22.4%	18.8%	21.3%
<b>NS SEC 1-2</b>	41.6%	43.6%	39.9%	41.3%	40.1%	42.7%
<b>NS SEC 3</b>	29.7%	*	33.7%	34.2%	32.3%	33.7%
<b>NS SEC 4</b>	*	*	32.9%	32.8%	32.4%	32.9%
<b>NS SEC 5-8</b>	29.9%	25.4%	28.7%	27.9%	26.9%	27.1%

^1 session a week (at least 4 sessions of at least moderate intensity for at least 30 minutes in the previous 28 days)

Source: Active People Survey, Year: 2005/06 (APS1), to 2011/12 (APS6), Measure: Adult participation

The broad situation is as follows:

- Overall activity rates have fluctuated since the first APS survey round about the national and regional averages, and now (2012/13) are significantly above the average
- Male activity is appreciably higher than female, but in APS6 both are below the national and regional average
- Activity rates among older people (55+) are higher than the average
- Rates among the higher SE groups are also higher, and those in the lower groups lower.

The former NI8 indicator has also been included for comparison (and because the data is mapped) - this shows 3 x 30 minutes sessions or more of moderate intensity activity per week, which previously was used for comparison. These figures reveal the following:

- Broadly lower overall activity rates than average
- Higher male activity rates than female
- Slight increase in overall activity compared with 2005/6 (although current comparative data is from 2010/12).

This data also suggests that 52% of adults do no activity at all, which is slightly higher than the average.

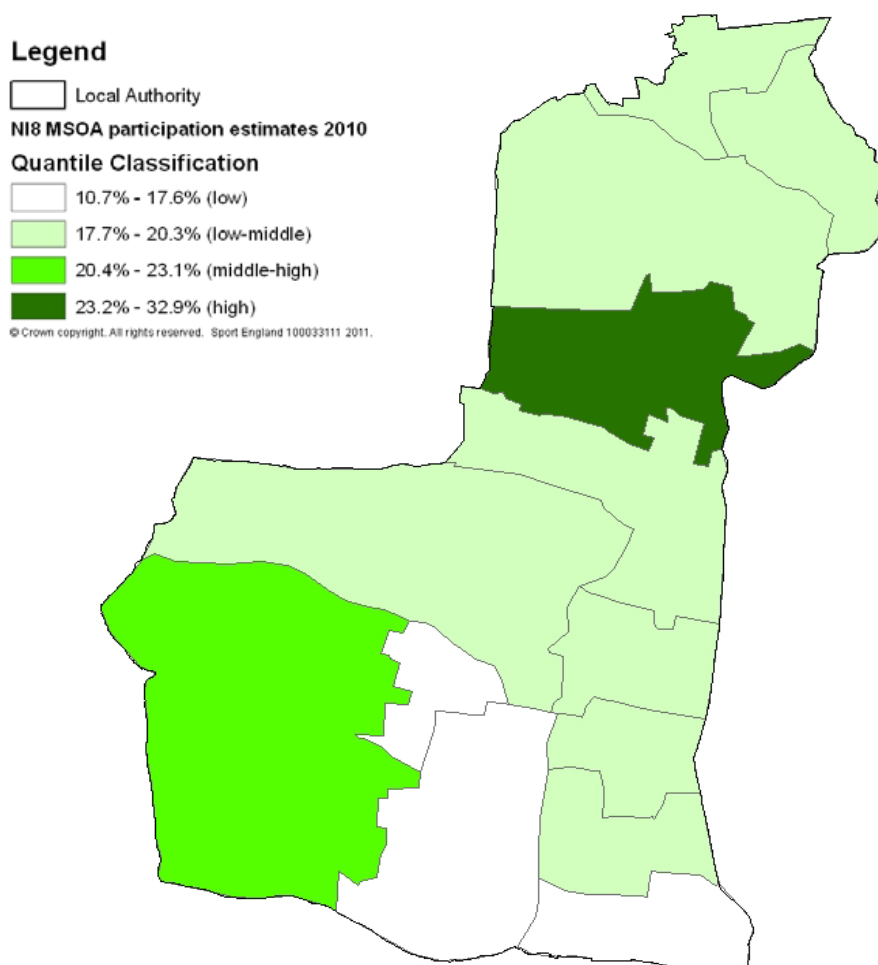
### Adult (16+) Participation in Sport & Active Recreation (formerly NI8) by year, frequency and gender

Indicator	Year	Broxbourne			East of England			England		
		All	Male	Female	All	Male	Female	All	Male	Female
0 days / 0x30	2005/06	50.5%	45.3%	55.4%	49.0%	45.0%	52.8%	50.0%	45.1%	54.6%
	2010/12	51.9%	48.5%	55.0%	49.3%	45.4%	53.0%	49.1%	43.1%	54.7%
1-11 days / 1-2x30	2005/06	31.4%	34.3%	28.7%	30.2%	32.2%	28.2%	28.8%	30.9%	26.7%
	2010/12	28.6%	30.6%	26.7%	28.7%	30.7%	26.9%	28.6%	31.3%	26.1%
12+ days / 3x30 - NI8	2005/06	18.1%	20.4%	16.0%	20.8%	22.8%	18.9%	21.3%	24.0%	18.7%
	2010/12	19.5%	20.9%	18.3%	22.0%	23.9%	20.2%	22.3%	25.6%	19.2%
20+ days / 5x30	2005/06	8.3%	8.2%	8.4%	11.4%	12.3%	10.5%	11.7%	13.1%	10.3%
	2010/12	9.0%	9.6%	8.4%	12.4%	13.3%	11.5%	11.8%	13.6%	10.1%

Source: Active People Survey, Year: 2005/06 (APS1), 2010/12 (APS5/6) or 2011/12 (APS6) if LA sample is boosted, Measure: Adult participation

The NI8 data from 2010 is mapped below and suggests that the areas of higher activity in the borough are in Goffs Oak and particularly Broxbourne, where deprivation is lowest, although access to sports facilities not necessarily the best.

### Participation levels by area



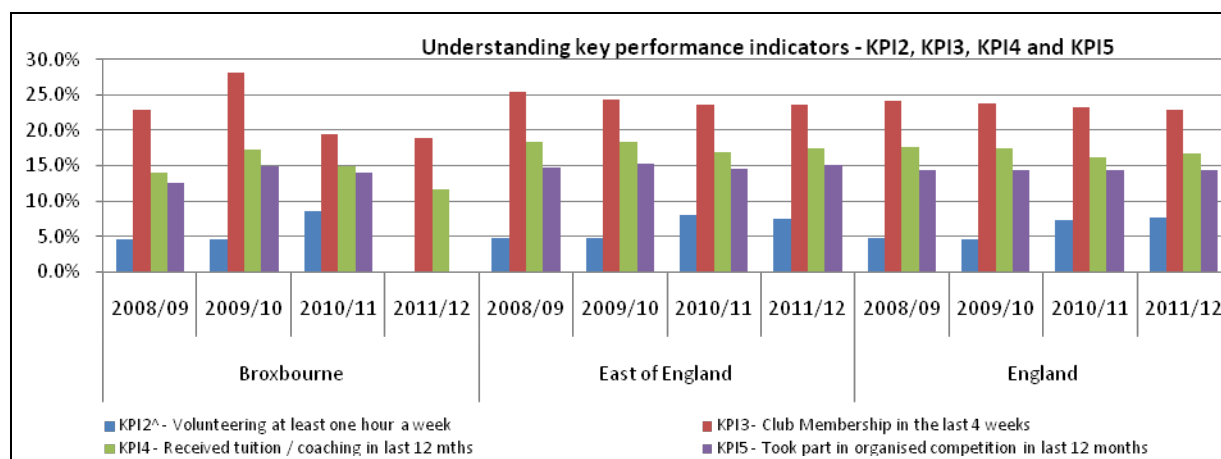
Active People also measures other indicators relating to sport.

Key Performance Indicators (KPI)												
Indicator	Broxbourne				East of England				England			
	2008/09	2009/10	2010/11	2011/12	2008/09	2009/10	2010/11	2011/12	2008/09	2009/10	2010/11	2011/12
<b>KPI2<sup>^</sup> - Volunteering at least one hour a week</b>	4.6%	4.6%	8.5%	*	4.7%	4.8%	8.0%	7.4%	4.7%	4.5%	7.2%	7.6%
<b>KPI3 - Club Membership in the last 4 weeks</b>	22.8%	28.1%	19.5%	18.8%	25.5%	24.3%	23.6%	23.7%	24.1%	23.9%	23.3%	22.8%
<b>KPI4 - Received tuition / coaching in last 12 mths</b>	14.0%	17.3%	14.9%	11.7%	18.3%	18.3%	16.8%	17.4%	17.5%	17.5%	16.2%	16.8%
<b>KPI5 - Took part in organised competition in last 12 months</b>	12.6%	14.9%	14.0%	*	14.7%	15.3%	14.5%	15.1%	14.4%	14.4%	14.3%	14.4%
<b>KPI6<sup>+</sup> - Satisfaction with local provision</b>	70.5%	67.5%	N/A	N/A	69.7%	70.2%	N/A	N/A	68.4%	69.0%	N/A	N/A

<sup>^</sup> - Measure changed in APS5,

\* - Data for the KPI6 indicator will be collected within APS7 and available in December 2013

Source: Active People Survey , Year: 2008/09-2011/12, Measure: Key Performance Indicators 2, 3, 4, 5, 6



In terms of the other indicators, Broxbourne fares as follows:

- Relatively high and increasing levels of volunteering (to the latest data in 2010/11)
- Low and declining club membership
- Low and declining amounts of coaching and tuition
- Increasing but still low levels of organised competition

- Average but declining levels of satisfaction with local sports provision (to 2009/10).

### Junior participation

Reliable information on participation in sport among children and those under 16 is difficult to obtain. The latest PESSYP data for Broxbourne is from 2007, and is therefore dated and relatively unhelpful.

Data collected by the Council for sport in connection with the Broxbourne Youth strategy is referred to below in the section on relevant strategies. It is clear that the numbers of young people involved in sports clubs or projects is higher in 2011 than 2004.



### Market Segmentation

As an extension to the Active People survey findings, together with DCMS's 'Taking Part' survey and the Mosaic work by Experian, Sport England has analysed the data on the English population (18+) to produce 19 market segments with distinct sporting behaviours and attitudes.

This includes information on specific sports people take part in as well as why people do sport, whether they want to do sport and the barriers to doing more sport. In addition, the segments provide information on media consumption and communication channels, social capital, health indicators including obesity and engagement in the wider cultural sphere.

The power of these sporting segments lies not only in their ability to help better understand the characteristics of the potential market but also to explore the market base at differing geographic levels. It is possible to analyse the market in a particular community, local authority or regions. Each segment has been assigned a name that reflects the most popular first names for the group.

Market segmentation permits a more sophisticated, tailored approach to planning and delivering services. In tailoring the service the customer's individual needs are met, rather than



adopting a 'one size fits all' approach. It is one of the best tools there is to improve public services and outcomes.

The market segments in Broxbourne are as follows:

Code	Name	Description	Broxbourne		East of England		England	
			Number	Rate	Number	Rate	Number	Rate
A01	Ben	Competitive Male Urbanites	3.9	5.6%	236.4	5.3%	1,989.1	4.9%
A02	Jamie	Sports Team Drinkers	2.0	2.9%	177.6	4.0%	2,162.9	5.4%
A03	Chloe	Fitness Class Friends	3.9	5.6%	236.0	5.3%	1,896.5	4.7%
A04	Leanne	Supportive Singles	2.1	3.0%	143.5	3.2%	1,711.6	4.3%
B05	Helena	Career Focused Females	3.7	5.3%	222.6	5.0%	1,829.8	4.5%
B06	Tim	Settling Down Males	8.3	11.9%	467.1	10.5%	3,554.0	8.8%
B07	Alison	Stay at Home Mums	4.6	6.5%	240.1	5.4%	1,766.4	4.4%
B08	Jackie	Middle England Mums	4.4	6.3%	215.0	4.8%	1,965.0	4.9%
B09	Kev	Pub League Team Mates	2.0	2.9%	183.4	4.1%	2,386.6	5.9%
B10	Paula	Stretched Single Mums	1.4	2.1%	128.0	2.9%	1,507.3	3.7%
C11	Philip	Comfortable Mid-Life Males	7.8	11.2%	429.2	9.6%	3,480.0	8.6%
C12	Elaine	Empty Nest Career Ladies	4.9	7.1%	304.8	6.8%	2,443.9	6.1%
C13	Roger & Joy	Early Retirement Couples	6.3	9.1%	365.2	8.2%	2,723.7	6.8%
C14	Brenda	Older Working Women	1.5	2.2%	144.8	3.2%	1,976.8	4.9%
C15	Terry	Local 'Old Boys'	1.2	1.8%	127.4	2.9%	1,484.5	3.7%
C16	Norma	Later Life Ladies	0.8	1.1%	70.3	1.6%	855.0	2.1%
D17	Ralph & Phyllis	Comfortable Retired Couples	2.6	3.7%	225.4	5.1%	1,700.2	4.2%
D18	Frank	Twilight Year Gents	2.9	4.1%	189.8	4.3%	1,612.9	4.0%
D19	Elsie & Arnold	Retirement Home Singles	5.3	7.6%	354.3	7.9%	3,206.3	8.0%

Source: Sport England and Experian Ltd, Year: 2010, Measure: Sport Market Segmentation

A more detailed assessment of the market segments is set out in the separate appendices.

The 4 main groups (comprising nearly 40% of the total adult population) are:

- Tim (segment 6)** – known as 'a settling down male', a very active type enjoying high intensity activities. Enjoys technical sports such as skiing, uninhibited by financial outlay. Both team games and individual activities feature high on his agenda and personal fitness activities are also popular. High activity rates (27% of 3x30 minutes per week compared with average of 22%). 21% of the Tim segment take part in cycling compared to 9% of all adults nationally; 20% of this segment takes part in keep fit/gym, compared to 17% of all adults nationally, and 15% in football (compared with the average of 4%). Swimming and athletics or running are also popular sports for Tim. Tim is more likely than all adults to take part in football and athletics. Tim is the dominant segment and well spread across much of the borough (there are about 8300 Tims in the borough) .
- Philip (segment 11)** – comfortable mid life professional male, health conscious and interested in badminton, cycling and cricket, most active in his age group. Philip's sporting activity levels are above the national average and the top sports that Philip participates in are cycling, keep fit, swimming, football and golf. Cycling is the top sport, and 16% of this segment do this at least once a month, almost double the national

average. His participation in most of his top sports is above the national average, which is indicative of the priority he places on sport. Philip is the dominant segment in Cheshunt, Waltham Cross and Hoddesdon. There are over 7800 Philips in Broxbourne.

- **Roger & Joy (segment 13)** are known as an 'early retirement couple', and are slightly less active than the average adult population. Roger & Joy have below average levels of sports participation. 66% of this segment has done no sport in the past four weeks, compared with 60% of all adults. 38% have participated in sport at least once a week, which is consistent with other segments of the same age. The top sports that Roger & Joy participate in are keep fit/gym and swimming which are the most popular sports with 13% of the segment doing these, followed by cycling with 8% of this segment doing cycling, golf with 6% of the segment playing golf and angling with 2% of this segment doing angling. Their participation levels are below average for all these sports, with the exception of golf and angling. They are the dominant segment in small areas such as north Hoddesdon, Wormley and Goffs Oak. There are over 5000 Roger and Joys in Broxbourne.
- **Elsie & Arnold (segment 19)** are known as 'retirement home singles', and are much less active than the average adult population (although their activity levels are more consistent with other segments in this age range). Elsie & Arnold have very low participation in sport - 82% have done no sport in the past four weeks, compared with the average of 60% of all adults. They are likely to be doing less sport than 12 months ago, mainly due to health or injury. The top sports that Elsie & Arnold participate in are keep fit and swimming - 10% of this group take part in 'keep fit/gym', 7% take part in swimming, and 3% take part in bowls. 15% of Elsie & Arnolds are members of a club to participate in sport, although social aspects of club membership may play a role here. 25% of this segment would like to do more sport, compared to 52% of all adults. The main motivations for Elsie & Arnold are enjoyment, keeping fit and socialising. Elsie and Arnold are the dominant segment in parts of Cheshunt. There are over 5000 Elsies in Broxbourne.

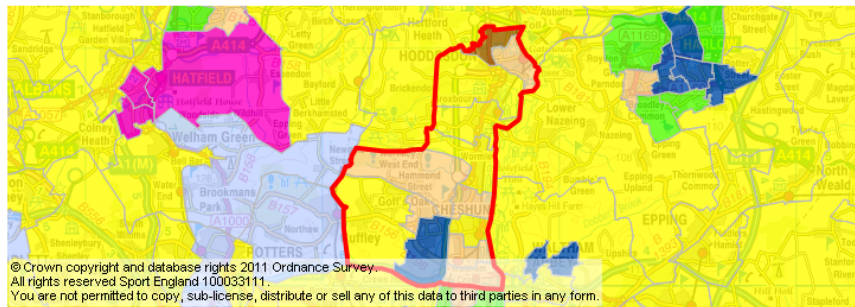
Of these main segments, two are more active participants in sport, while Elsie and Arnold are low level participants. The distribution of these dominant segments is illustrated in the map below. The map below indicates the location of the dominant segments, but care should be taken to interpret this as a different scale map shows more details information at a more local level.

# Dominant market segment by population



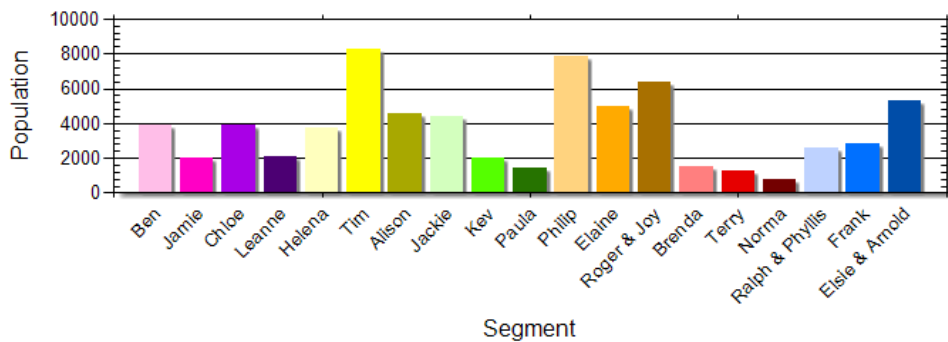
Catchment area:  
Broxbourne District

- Ben - 1
- Jamie - 2
- Chloe - 3
- Leanne - 4
- Helena - 5
- Tim - 6
- Alison - 7
- Jackie - 8
- Kev - 9
- Paula - 10
- Philip - 11
- Elaine - 12
- Roger & Joy - 13
- Brenda - 14
- Terry - 15
- Norma - 16
- Ralph & Phyllis - 17
- Frank - 18
- Elsie & Arnold - 19



— Catchment area  
— Middle Super Output Areas

## Population of all segments within catchment area

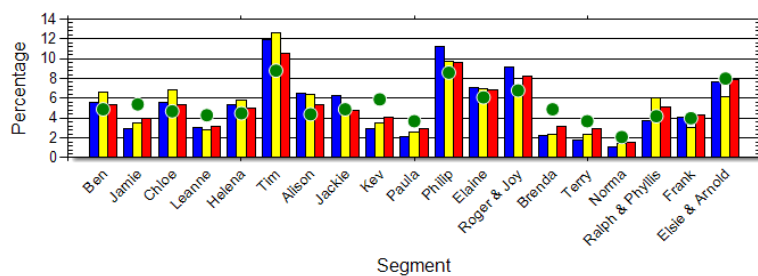


## Population of all segments within catchment area



Catchment area:  
Broxbourne District

- Broxbourne District
- Hertfordshire
- East
- England



## Summary of key findings from market segmentation

The market segmentation findings indicate that:

- Broxbourne's population includes a large population of older adults and retired people, although the main segment is Tim who is aged between 26 – 45 and whose life choices are dominated by sport, physical activity and keeping fit and healthy. The next three dominant market segments are 46+ and in terms of population numbers make up 27.9% of the Broxbourne population
- These three segments: Philip, Roger and Joy and Elsie and Arnold participate in sport and physical activity predominately for recreational and keeping fit and healthy reasons. Few of these segments play sport for competitive reasons or in league structures. The main activities in which all four segments participate in are swimming and keep fit/gym. This is followed by bowling, golf and walking, activities in which Roger and Joy & Elsie and Arnold participate in. After that it is a series of individual sports and activities for participation by each segment
- The rates of sports participation for two of these three top market segments (excepting Tim) are below the national average rates of sports participation. The fact that Broxbourne has a slightly higher rate of sports participation than the national average adult population participating based on the NI8 measure of 1 x 30 minutes of moderate intensity per week contrast slightly with this statistic
- The explanation is that the five market segments in the 16 – 34 age group in Broxbourne, whilst being lower in population numbers at 24% of the adult population, do play sport/do physical activity with a rate of sports participation which is above the national average
- The main barriers to higher participation by the dominant market segments (35 – 54 age group) are poor transport, lack of people to participate with and poor health
- Of the other market segments who are in the 16 – 34 age groups (Ben, Jamie, Chloe, Leanne and Helena) these make up 28.7% of the Broxbourne adult population. The main sports they participate in are gym, which all five segments do, followed by swimming, which all three female segments participate in. The two male segments play pitch sports predominantly and Ben and Jamie are the segments with the highest rate of sports participation of the 19 segments. Ben and Jamie's make up 5.6% and 2.9% of the Broxbourne population
- The main barriers to participation by these very high participants are better facilities, more people to play sport with; longer opening hours and cost. Cost is only a barrier for Chloe and Leanne (5.6% and 3% of the Broxbourne population). Perhaps not surprising given sport and physical activity is an important lifestyle choice for these segments and therefore they will spend their income on it

## Main sports

Measured by the participation rates of sports and the number of people that participate at least once per month, the main/top sports in Broxbourne are set out in the table below.

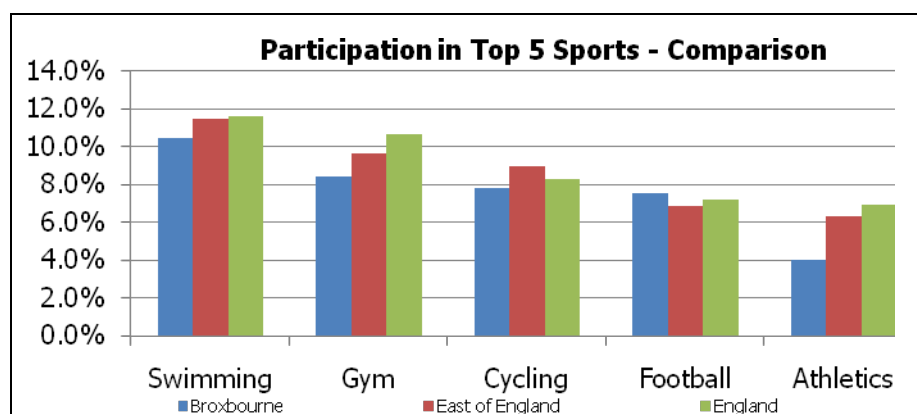
### Top 5 sports in local authority with regional and England comparison

Sport	Broxbourne		East of England		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
<b>Swimming</b>	7.6	10.4%	536.4	11.5%	4,870.4	11.6%
<b>Gym</b>	6.1	8.4%	449.6	9.6%	4,475.7	10.6%
<b>Cycling</b>	5.6	7.8%	418.3	8.9%	3,486.0	8.3%
<b>Football</b>	5.4	7.5%	320.3	6.8%	3,018.2	7.2%
<b>Athletics</b>	2.9	4.0%	293.2	6.3%	2,915.7	6.9%

Source: Active People Survey 6, Population data: ONS Annual Population Survey 2012

Measure: Participation rate of the top 5 sports and the number of adults (16+) that participate at least once per month

In common with many other areas, the most popular sports in Broxbourne are swimming, gym cycling and football, as well as athletics (which includes running and jogging). Of these five main sports, only football has higher activity rates than the average.



## Latent demand for sport

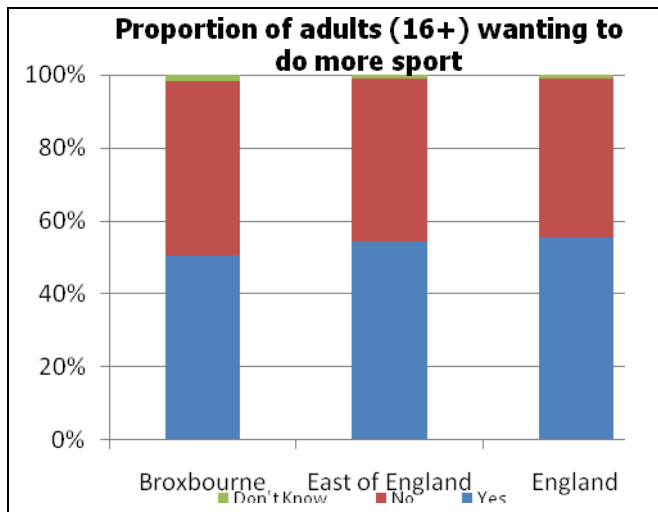
The Active People survey also identifies people who would like to do more sport.

### Number of adults (16+) wanting to do more sport

	Broxbourne		East of England		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
<b>Yes</b>	36.7	50.6%	2,552.0	54.5%	23,335.6	55.4%
<b>No</b>	34.5	47.6%	2,088.0	44.6%	18,427.9	43.7%
<b>Don't Know</b>	1.3	1.8%	41.2	0.9%	390.5	0.9%

Source: Active People Survey 6, Population data: ONS Annual Population Survey 2012

Measure: Proportion and number of adults (16+) wanting to do more sport



### Specific Sport(s) that adults want to do most

Sport	Broxbourne	
Swimming	6.4	8.9%
Cycling	6.1	8.4%

Source: Active People Survey 6  
Population data: ONS Annual Population Survey 2012

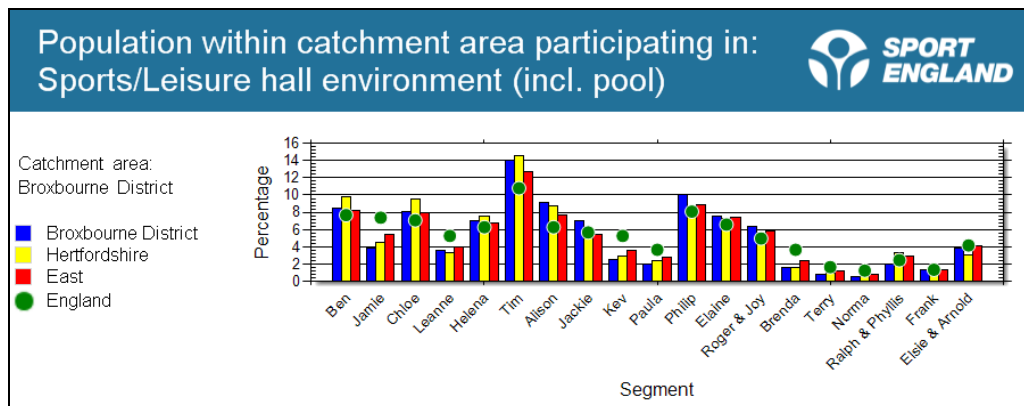
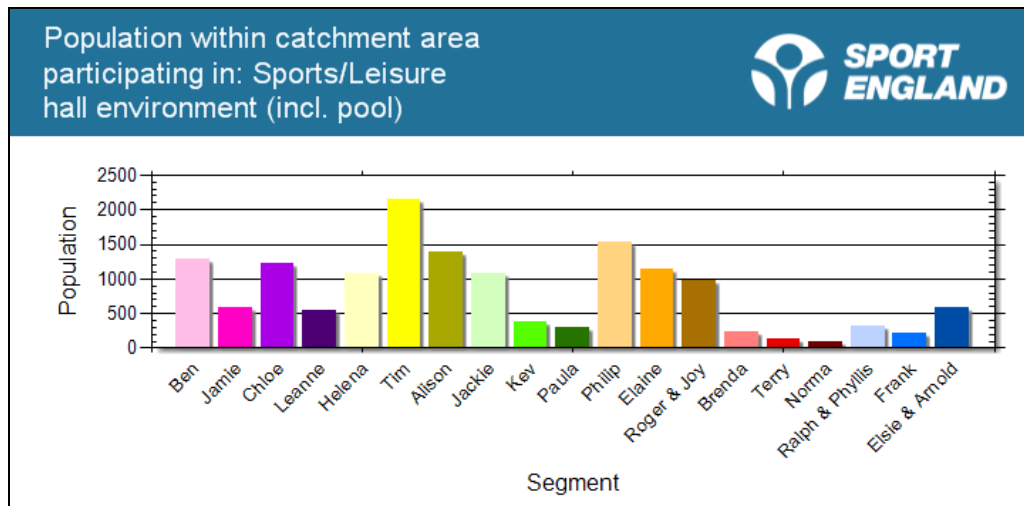
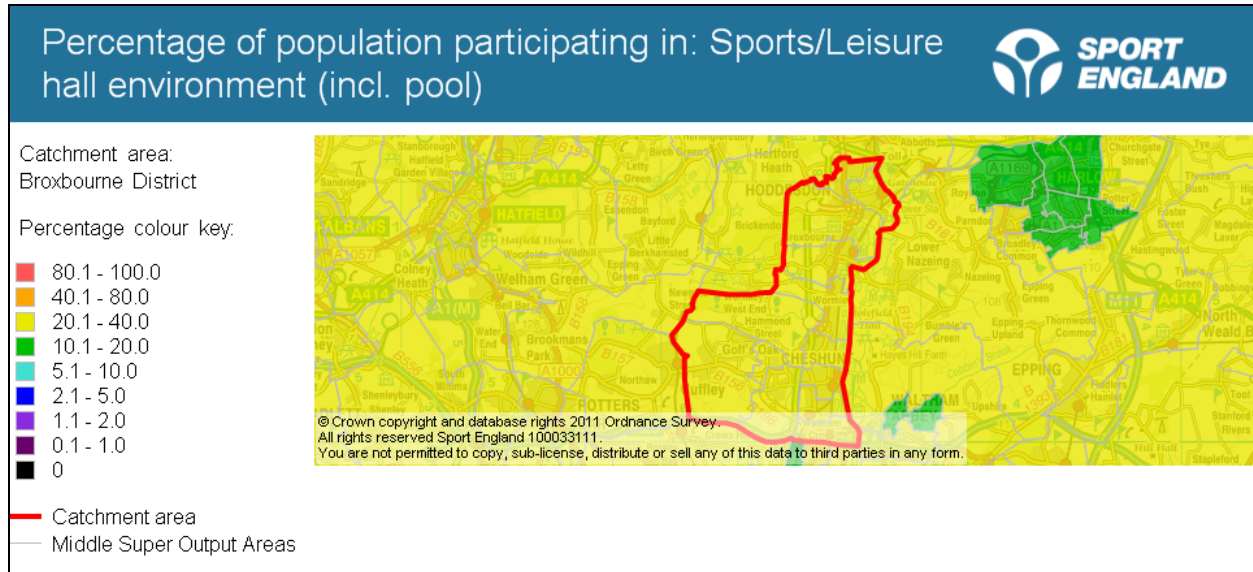
The 50% of adults wanting to do more sport is lower than the national average and the two specific sports highlighted by this group were swimming (8.9%) and cycling (8.4%).

### Types of sport

Market Segmentation data is available to estimate the proportions of the local population who are take part in sport locally, and those who would like to take up sport. The maps and figures below set out the data for two categories of sport – indoor sports normally taking place in a sports hall/leisure centre/pool environment and outdoor sports on pitches or similar.

## Indoor sports in leisure/sports hall environment (including pools)

### Current participation

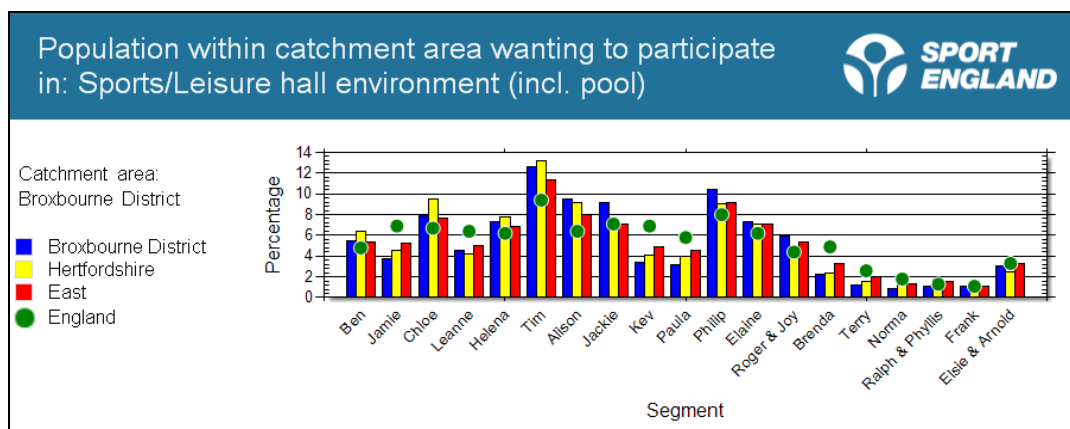
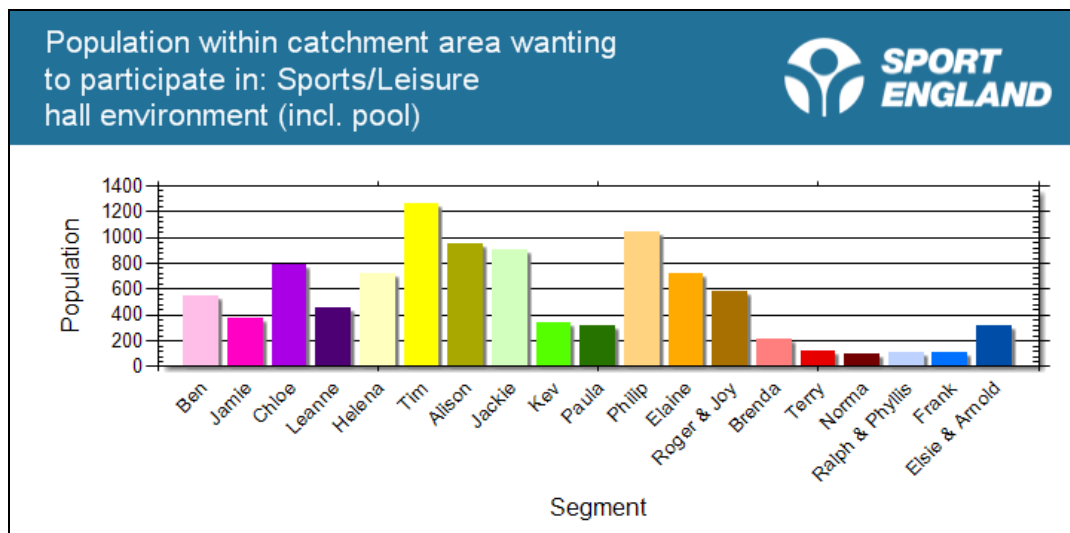
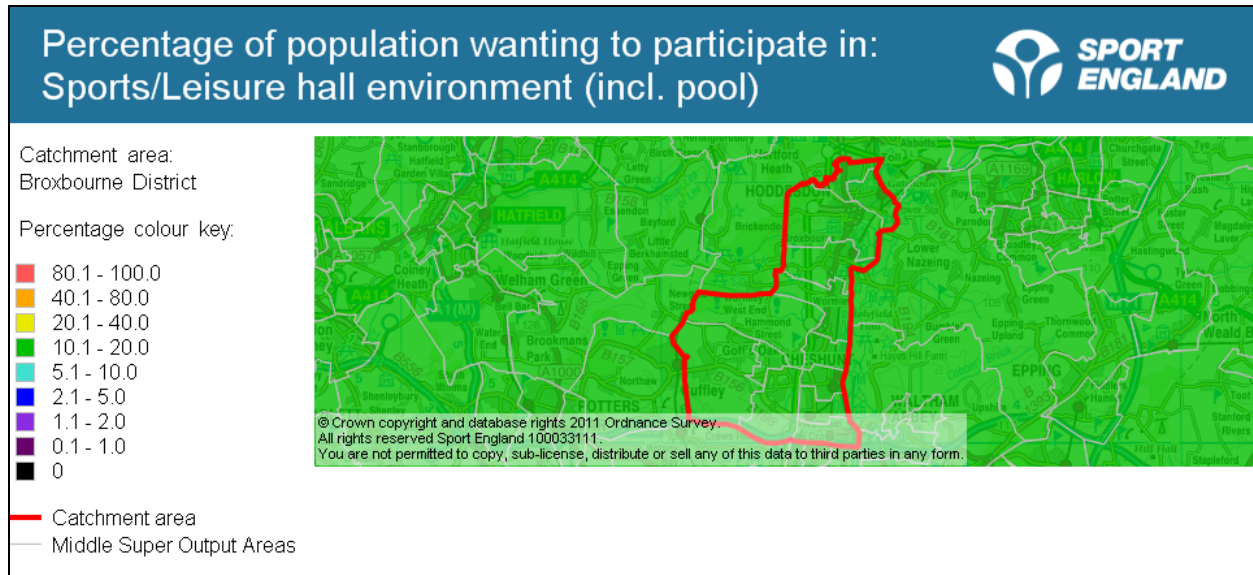


Segment	Catchment Pop.	CSP Pop.	Rgn Pop.	Nat Pop.	Catchment %	CSP %	Rgn %	Nat %
<b>Ben</b>	1291	18162	77956	656110	8.5	9.8	8.2	7.7
<b>Jamie</b>	588	8490	51526	627436	3.9	4.6	5.4	7.4
<b>Chloe</b>	1233	17850	74735	600547	8.1	9.6	7.9	7.1
<b>Leanne</b>	553	6214	37967	452938	3.6	3.4	4	5.3
<b>Helena</b>	1087	14028	64897	533557	7.1	7.6	6.8	6.3
<b>Tim</b>	2138	26896	120344	915603	14	14.5	12.7	10.8
<b>Alison</b>	1385	16166	72812	535775	9.1	8.7	7.7	6.3
<b>Jackie</b>	1079	9345	52760	482095	7.1	5	5.5	5.7
<b>Kev</b>	381	5478	34305	446412	2.5	3	3.6	5.3
<b>Paula</b>	300	4535	26712	314527	2	2.4	2.8	3.7
<b>Philip</b>	1540	15930	84459	684844	10.1	8.6	8.9	8.1
<b>Elaine</b>	1142	13491	70392	564360	7.5	7.3	7.4	6.6
<b>Roger &amp; Joy</b>	980	8415	56370	420486	6.4	4.5	5.9	5
<b>Brenda</b>	241	3125	23161	316146	1.6	1.7	2.4	3.7
<b>Terry</b>	123	1908	12698	147901	0.8	1	1.3	1.7
<b>Norma</b>	98	1505	8952	108938	0.6	0.8	0.9	1.3
<b>Ralph &amp; Phyllis</b>	317	6134	27599	208193	2.1	3.3	2.9	2.5
<b>Frank</b>	207	1819	13645	115984	1.4	1	1.4	1.4
<b>Elsie &amp; Arnold</b>	589	5728	39462	357145	3.9	3.1	4.2	4.2
<b>Total</b>	<b>15272</b>	<b>185219</b>	<b>950752</b>	<b>8488997</b>	<b>100.3</b>	<b>99.9</b>	<b>99.9</b>	<b>100.1</b>

The figures suggest that in accordance with the market segmentation breakdown of the borough, there are about 15000 adults in the borough taking part in indoor sports at present (or between 20-40% of the adult population) – this figure would be higher if the dominant segments included groups with higher participation rates than currently exist.



Potential/Latent participation

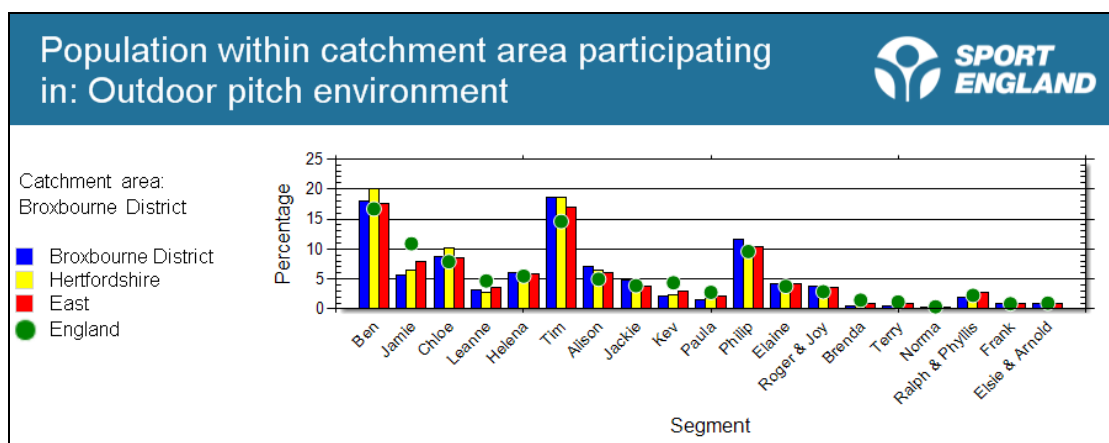
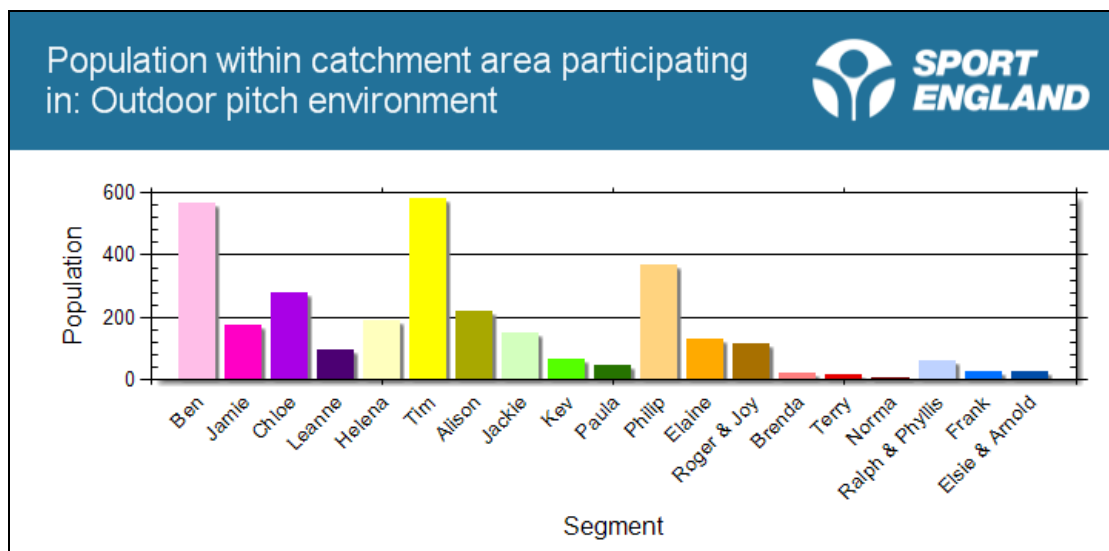
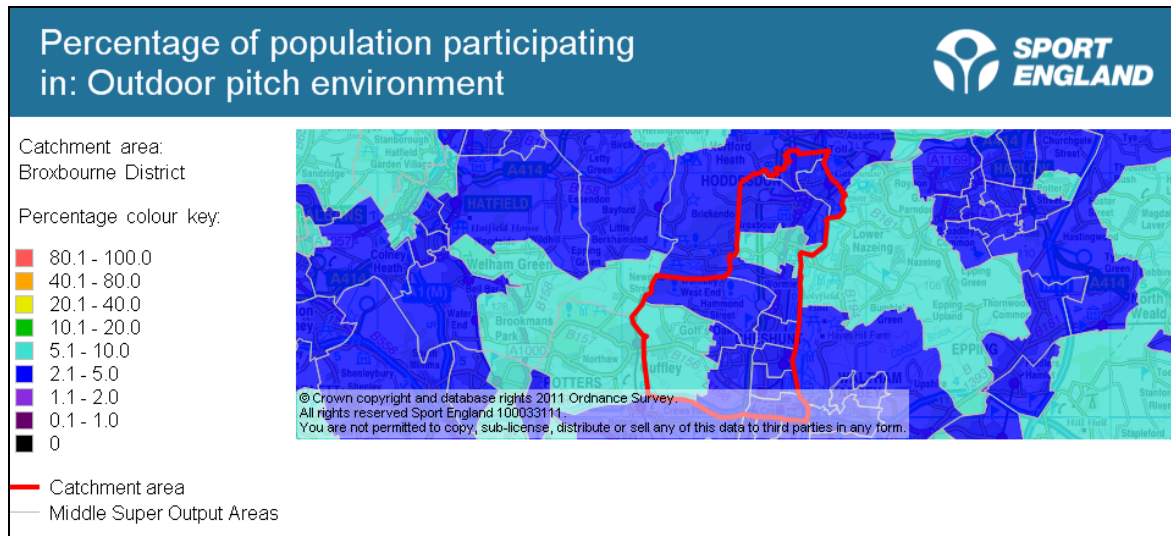


Segment	Catchment Pop.	CSP Pop.	Rgn Pop.	Nat Pop.	Catchment %	CSP %	Rgn %	Nat %
<b>Ben</b>	546	7673	32935	277196	5.5	6.4	5.3	4.8
<b>Jamie</b>	370	5338	32395	394471	3.7	4.5	5.2	6.9
<b>Chloe</b>	791	11445	47916	385040	7.9	9.5	7.7	6.7
<b>Leanne</b>	452	5081	31048	370394	4.5	4.2	5	6.4
<b>Helena</b>	725	9357	43288	355893	7.3	7.8	6.9	6.2
<b>Tim</b>	1257	15810	70740	538206	12.6	13.2	11.3	9.4
<b>Alison</b>	949	11068	49848	366799	9.5	9.2	8	6.4
<b>Jackie</b>	908	7869	44430	405977	9.1	6.6	7.1	7.1
<b>Kev</b>	339	4872	30507	396983	3.4	4.1	4.9	6.9
<b>Paula</b>	318	4819	28387	334246	3.2	4	4.5	5.8
<b>Philip</b>	1039	10742	56952	461804	10.4	9	9.1	8
<b>Elaine</b>	724	8545	44582	357430	7.3	7.1	7.1	6.2
<b>Roger &amp; Joy</b>	583	5006	33533	250134	5.9	4.2	5.4	4.4
<b>Brenda</b>	215	2782	20624	281518	2.2	2.3	3.3	4.9
<b>Terry</b>	123	1895	12612	146908	1.2	1.6	2	2.6
<b>Norma</b>	92	1413	8407	102304	0.9	1.2	1.3	1.8
<b>Ralph &amp; Phyllis</b>	111	2149	9666	72912	1.1	1.8	1.5	1.3
<b>Frank</b>	109	951	7134	60635	1.1	0.8	1.1	1.1
<b>Elsie &amp; Arnold</b>	312	3038	20929	189415	3.1	2.5	3.3	3.3
<b>Total</b>	9963	119853	625933	5748265	99.9	100	100	100.2

Similarly there are 10-20% of the adult population (or about 10000 adults) that would like to take part in indoor sport. This could well lead to a 66% increase in participation, but it must be made clear that this represents the likely aspirations of the current population and is unlikely to happen in reality.

## Outdoor sports in a pitch environment

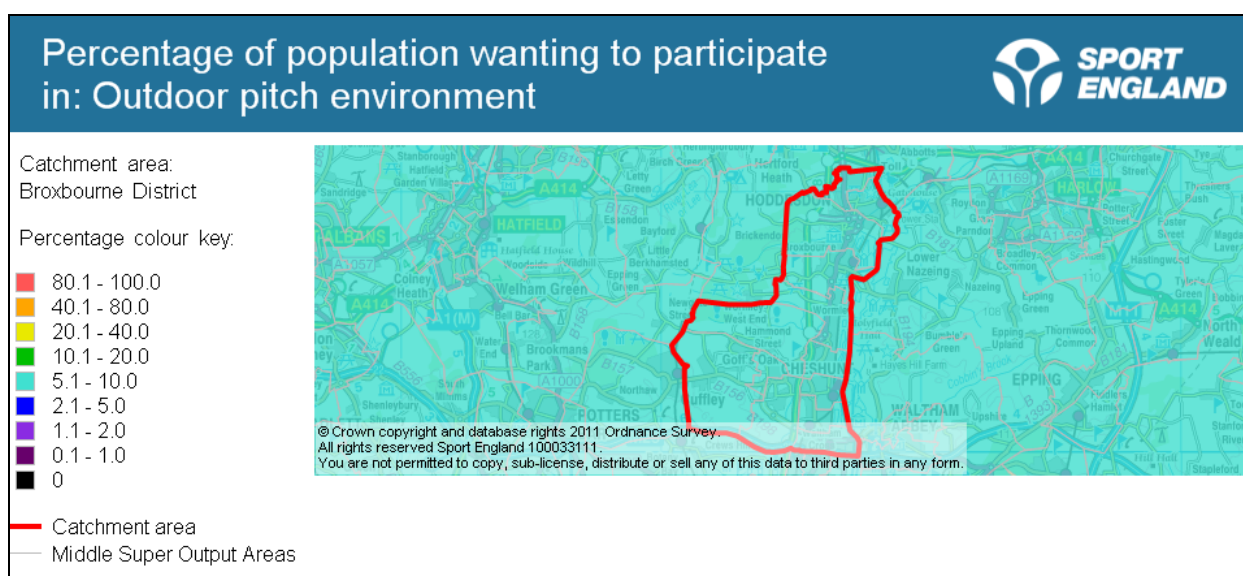
### Current participation



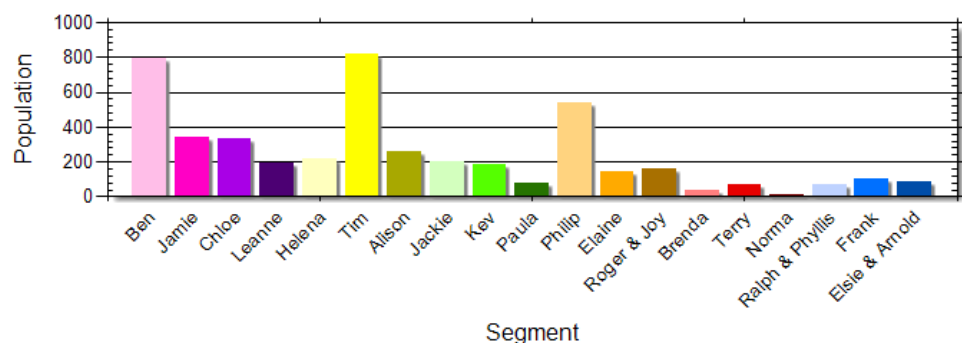
Segment	Catchment Pop.	CSP Pop.	Rgn Pop.	Nat Pop.	Catchment %	CSP %	Rgn %	Nat %
Ben	563	7921	33998	286137	17.9	20.1	17.5	16.7
Jamie	175	2519	15285	186116	5.6	6.4	7.9	10.9
Chloe	277	4000	16746	134564	8.8	10.1	8.6	7.9
Leanne	98	1096	6694	79854	3.1	2.8	3.5	4.7
Helena	191	2465	11402	93740	6.1	6.2	5.9	5.5
Tim	582	7318	32744	249123	18.5	18.5	16.9	14.6
Alison	221	2578	11610	85425	7	6.5	6	5
Jackie	151	1304	7362	67264	4.8	3.3	3.8	3.9
Kev	65	932	5833	75894	2.1	2.4	3	4.4
Paula	46	692	4077	47996	1.5	1.8	2.1	2.8
Philip	368	3806	20176	163594	11.7	9.6	10.4	9.6
Elaine	133	1562	8149	65329	4.2	4	4.2	3.8
Roger & Joy	118	1008	6752	50366	3.7	2.6	3.5	2.9
Brenda	20	250	1848	25216	0.6	0.6	1	1.5
Terry	18	271	1802	20979	0.6	0.7	0.9	1.2
Norma	7	95	562	6837	0.2	0.2	0.3	0.4
Ralph & Phyllis	60	1159	5214	39327	1.9	2.9	2.7	2.3
Frank	29	247	1851	15727	0.9	0.6	1	0.9
Elsie & Arnold	29	277	1906	17249	0.9	0.7	1	1
<b>Total</b>	<b>3151</b>	<b>39500</b>	<b>194011</b>	<b>1710737</b>	<b>100.1</b>	<b>100</b>	<b>100.2</b>	<b>100</b>

The structure of the population is such that it is estimated that about 3000 adults currently take part in outdoor pitch sports and similar.

### Potential/Latent participation



## Population within catchment area wanting to participate in: Outdoor pitch environment

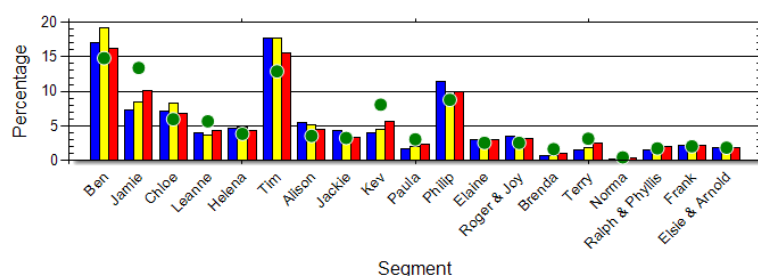


## Population within catchment area wanting to participate in: Outdoor pitch environment



Catchment area:  
Broxbourne District

- Broxbourne District
- Hertfordshire
- East
- England



Segment	Catchment Pop.	CSP Pop.	Rgn Pop.	Nat Pop.	Catchment %	CSP %	Rgn %	Nat %
Ben	793	11159	47896	403112	17.1	19.1	16.2	14.8
Jamie	341	4915	29828	363211	7.3	8.4	10.1	13.4
Chloe	334	4833	20233	162588	7.2	8.3	6.8	6
Leanne	191	2140	13073	155956	4.1	3.7	4.4	5.7
Helena	218	2803	12966	106598	4.7	4.8	4.4	3.9
Tim	820	10314	46149	351112	17.7	17.7	15.6	12.9
Alison	255	2975	13400	98597	5.5	5.1	4.5	3.6
Jackie	199	1720	9711	88733	4.3	2.9	3.3	3.3
Kev	188	2704	16929	220287	4	4.6	5.7	8.1
Paula	81	1220	7187	84620	1.7	2.1	2.4	3.1
Philip	536	5536	29347	237961	11.5	9.5	9.9	8.8
Elaine	145	1703	8884	71226	3.1	2.9	3	2.6
Roger & Joy	163	1394	9334	69622	3.5	2.4	3.2	2.6
Brenda	36	455	3370	46002	0.8	0.8	1.1	1.7
Terry	73	1126	7495	87293	1.6	1.9	2.5	3.2
Norma	13	190	1126	13702	0.3	0.3	0.4	0.5

Segment	Catchment Pop.	CSP Pop.	Rgn Pop.	Nat Pop.	Catchment %	CSP %	Rgn %	Nat %
<b>Ralph &amp; Phyllis</b>	73	1412	6353	47922	1.6	2.4	2.1	1.8
<b>Frank</b>	100	874	6555	55719	2.2	1.5	2.2	2.1
<b>Elsie &amp; Arnold</b>	86	835	5751	52047	1.9	1.4	1.9	1.9
<b>Total</b>	<b>4645</b>	<b>58308</b>	<b>295587</b>	<b>2716308</b>	<b>100.1</b>	<b>99.8</b>	<b>99.7</b>	<b>100</b>

Potential latent demand for outdoor sports exceeds existing participation levels, and could lead to an increase in demand of 150% if all aspirations were met, though again this is considered unrealistic.

Individual sports participation and latent participation are considered in more detail in the Playing Pitch Study (separate).

### **Broxbourne sports development target**

The Council has indicated that it currently has no specific target for increased participation in sport within the borough. For the purposes of both indoor and outdoor studies, therefore, a notional target of an increase in overall sports participation over the period of this strategy up to 2021 of 5% is used. A target to 2031 is not considered reasonable at this stage, but the notional 5% can be monitored as the strategy is reviewed and amended on the basis of measured activity rates over subsequent years.

This and the other factors considered above need to be built into future projections for both indoor and outdoor sports facility provision.

## 4. Policy Background and Existing Strategies

The development of strategies for playing pitches/outdoor sports and built sports facilities needs to consider the range and scope of existing policies and strategies for sport and other related issues in Broxbourne. At the same time there are other national, regional and county-wide strategies which impinge on sport in Broxbourne. A review has therefore been undertaken of relevant studies produced for the area over the last few years, to assess their applicability to the current and future situation for sport in the borough.

### Local strategies

#### **Broxbourne Sustainable Community Strategy 2010 - 2021** (Broxbourne Strategic Partnership)

The vision for this strategy is that Broxbourne 'will continue to be a pleasant, prosperous, safe, healthy and green place where people want to live, work, spend leisure time and do business. The sense of place and of community will be enhanced'.

The partnership aims to work with the local community to improve the quality of life by, among others, providing recreational, sporting, exercise and cultural opportunities for all including targeted activities for young people, and providing quality local services that provide value for money.

The 9 themes built in focus on specific areas for action and include health and wellbeing (tackling obesity and increasing levels of fitness), children and young people (promoting more young people's activities), transport and access (promoting walking and cycling) and the environment (protecting open spaces). The strategy is not specific in terms of sport but provides the main focus for the community aspirations over the coming decade.

#### **PPG17 Sport Open Space and Recreation Study 2008** (PMP Consultants)

A comprehensive PPG17 study was prepared by consultants in 2008. The key recommendations were as follows:

##### **Indoor Sports Facilities**

- Work with providers to improve community access and alleviate programming problems and key sites
- Work with schools to improve access to facilities and implement BSF/Extended Schools program
- Improve quality e.g. through Quest
- Meet a better standard of swimming pool provision
- Investigate indoor tennis provision to meet need
- Improve indoor sports facility quality to recommended standard.

Specific standards for future provision were developed as follows:

- Sports halls, 9 court shortfall, need new standard of 0.29 courts per 1000 within 15 minute drive
- Swimming pools, 149m<sup>2</sup> shortfall, need new standard of 10.38m<sup>2</sup> per 1000 within 15 minute drive

- Indoor bowls, 5.2 rink shortfall, need new standard of 0.06 rinks per 1000 within 15 minute drive
- Indoor tennis, 6 court shortfall, need new standard of 0.01 courts per 1000 within 30 minutes drive.

### **Outdoor Sports Facilities**

- Improve quality
- In appropriate areas develop community use agreements on school sites
- Investigate demand for and delivery of outdoor sports facilities in Waltham Cross, Theobalds, Hoddesdon North and Rye Park areas.

Specific standards of future provision were developed as follows:

- Quantity - 1.88 hectares per 1000
- Quality - 67% overall
- Accessibility - small scale, 15 minutes walk, large scale 20 minutes drive.

The recommendations were developed using the approved methodology appropriate at the time, and were considered robust by Sport England and others. Techniques for assessing demand have improved since this study was finalised, and the new built facilities and outdoor sports studies currently underway will need to build on the recommendations of the PPG17 study.

### **Broxbourne Playing Pitch Study, June 2005 Study (PMP)**

This study was prepared by consultants using a well established and current methodology including consultation etc, appropriate at the time.

The study concluded the following quantity issues:

- Over supply of adult football on Saturdays
- Under supply of junior football on Sundays
- Over supply of mini soccer on Saturdays
- Under supply of cricket on Sundays
- General over supply of adult rugby but under supply of junior rugby
- Optimum number of hockey pitches.

The action plan contained a number of recommendations including the following:

- Formal community use of local school pitches and further opportunities on school sites
- Re-designating adult pitches for junior use
- Seeking developer contributions for improved quality and new facilities
- Utilising surplus pitches as strategic reserve and improving quality through maintenance
- Maintaining the local standard of 0.76 hectares per 1000 by 2013
- Investigating new sites for cricket
- Investigating the long term potential for another STP.

Again the conclusions were considered robust at the time, but the study is now nearly ten years old, supply and demand have changed, and the methodology for assessing future need has been refined. The basic data contained in the study will be checked and used as a basis for the current outdoor sports study, and Sport England's more up to date guidance used.

### **A Swimming Strategy for Broxbourne Sept 2009**

The vision for swimming set out in this strategy 'is one of offering more residents the opportunity to take part more often. They want to encourage everyone to exercise for half an hour three times a week to offer positive experiences through swimming. Opportunities can be categorized as swimming for health, safety or pleasure. Swimming is a lifelong activity and they wish to see residents engaged throughout their lives'.



The strategy highlights a number of recommendations, the most important of which for this strategy are:

- From plan to reality, better promotion, formation of swimming action group and development of swimmer pathways, e.g. Leading to an Elite squad
- Learn to swim programs, e.g. LA lessons in pools, school swimming delivery, school swimming improvement program and PESSYP
- Swimming as a health and wellbeing benefit
- Swimming development including a long term athlete development model, adult swimming, swimming clubs (swim 21) and coach education, other disciplines such as water polo, synchronised swimming and sub aqua, life saving and swimming for disabled people
- Facilities – no new pools are required but there is a need to improve existing quality, rationalise water space particularly at schools, modernise Cheshunt school pool, ensure supervised activities at schools and consider the future use of remaining outdoor pools (e.g. Goff's school).

This is a key strategy in the context of the current built facilities strategy and will be closely followed where possible in framing recommendations.

#### **Borough of Broxbourne Community Centres Strategy 2011-14 (still under consideration)**

The recommendations concluded that there is an adequate supply of community meeting space in the Borough, although there are some local areas where accessibility is poor, quality of accommodation is variable and the public is often not aware of availability and access. The detailed recommendations include:

- Enhancing existing facilities
- Providing new facilities where there is a community need, e.g. Hammond St, Theobalds, Southern Bury Green and Western Rye Park, and in new indoor use facilities in Western Central Cheshunt, Goff's Oak and Rye Park
- Encouraging greater use and better public awareness of the existing facilities, including schools
- Existing projects including improved youth centre in Rye Park, extension to Allsorts Children's Centre and focusing investment on new community centre next to St Mary's vicarage, Fairly House Cheshunt, and renovation of church house Cheshunt
- Links with planning frame works, to ensure that facilities are provided in major new residential areas
- Increasing community involvement in Council managed facilities.

Community centres can provide opportunities for small scale sport where purpose built sports halls are unavailable, and will need to be taken into account in the current built facilities strategy.

### **Borough of Broxbourne Play and Freetime Strategy 2007 -12 (published 2007))**

The vision of this strategy is 'for every child and young person to have access to a variety of enjoyable, safe and sustainable play and free time opportunities'. The action plan includes 5 main themes, including being healthy (relating the PPG17 standard for the quality and quantity of open space) and enjoying and achieving (e.g. New facilities). This study is only distantly related to the current studies.

### **Draft Broxbourne Youth Strategy 2012-17**

This document identifies the challenges facing young people living in the Borough of Broxbourne and provides a strategic focus and mechanism by which the member agencies of the Broxbourne Local Strategic Partnership, Broxbourne Children's Trust Partnership and others can work together to prioritise resources to address these issues. The aim is to ensure Broxbourne's young people are provided with the services, activities and facilities needed to help them thrive, which in turn will benefit the wider community.

The main items in the sports section of the strategy are:

- Involvement with sports club/projects - 46% of young people consulted in 2011 reported involvement with a sports club/project as compared to 34% in 2004. This increase can be in part attributed to the promotion of sports clubs/projects in The Guide youth brochure, the creation of the Active Broxbourne Community Sport Network resulting in greater partnerships between Broxbourne Council and those local organisations involved with sport, considerable funding from Sport England via their Livewire/Sportivate funding for youth sports projects and the increased range of community sport projects run by Broxbourne Council, Nacro and ChildUK at kickabout courts as part of the youth engagement programme.
- Attendances at Broxbourne Council's youth sport projects increased from 873 in 2005/6 to 17,734 in 2010/11. However, in the context of the levels of childhood obesity there is work still to be done. Countywide, 64% of young people report involvement in a sports club activity, 46% had been swimming in the previous four weeks and 27% had been to the gym To increase participation in sport, young people should be provided with opportunities to play the sports they want to play.
- Young people were asked in 2011 to name the sports they would like to try or do – these are football, tennis, swimming, basketball, street dance, BMX, netball, athletics, boxing, ice skating and rugby.
- The sports that were the most popular in the 2011 consultation should be considered for further development in the borough, including the provision of grants e.g. Sportivate funding should be directed to initiatives to develop/deliver these sports. 3Tenn community tennis and Rye Park Tennis Club have both accessed Sportivate funding in 2012 whilst a basketball partnership was established in 2012 with Ware Rebels and Russell Hoops. Further initiatives to develop these sports locally can be found in the strategic action plan.
- In addition, local sports clubs with junior sections should be supported by free advertising in the Guide quarterly youth brochure, Council support (primarily staff time) to the Active Broxbourne Community Sport Network, financial support via the Council's small grants scheme, provision of sports pitches maintained/operated by the Council and recruitment and development of volunteers especially as many clubs report that they are at capacity due to the lack of volunteers.

Broxbourne Council, Sport England, the Herts Sports Partnership, Active Broxbourne Community Sport Network and local clubs should work together to implement locally Sport England's youth and community strategy for 2012-17 "Creating A Sporting Habit for Life".

### **County wide strategies**

**Hertfordshire Sports Strategy 2007-16** (Active Herts/Strategic Leisure) March 2008.

A set of general recommendations for future sports development in Hertfordshire included:

- Investing in the existing facility stock
- Developing new facilities
- Addressing unmet demand
- Negotiating increased access to existing facilities
- Resourcing future provision e.g. BSF
- Developing partnerships
- Using the planning framework
- Retaining elite athletes in the County
- Enhancing 2012 benefits
- Developing multi sports hubs
- Improving security of tenure of sports clubs.

Specific future facility requirements in Broxbourne itself included investment in Hoddesdon outdoor pool (improving pool quality), 1.8 new 4 lane pools, 4.8 new four-court sports halls, 135 fitness stations, accessible and affordable for community use and fit for purpose athletics facility. More specific identified investment priorities in the Borough included the white water centre in the Lea Valley, strategic sites for football including Broxbourne, possible 2 pitch hockey sites and ancillary facilities and extension to courts at Wormley playing fields to cater for increasing league usage.

These and other recommendations were based on calculations and methodologies available at the time which have now been largely superseded, and in any case the strategy is over 5 years old. However the recommendations will be reconsidered in the current strategies.

### **'Healthier People, Healthier Communities' Hertfordshire Health and Wellbeing Strategy 2013-16 (NHS, Herts County Council, 10 DCs)**

The aim of this study was that 'with all parties working together, we will reduce health inequalities and improve the health and wellbeing of our people in Hertfordshire'. There are 8 areas of focus:

- Healthy Living: Reducing the harm caused by Alcohol
- Healthy Living: Reducing the harm from tobacco
- Healthy Living: Promoting healthy weight and increasing physical activity
- Promoting Independence: Fulfilling Lives for people with learning difficulties
- Promoting Independence: Living well with dementia
- Promoting Independence: Ensuring quality of life for people with long term conditions
- Flourishing Communities: Supporting carers to care
- Flourishing Communities: Helping all families to thrive
- Flourishing Communities: Improving mental health and emotional wellbeing

Each of these in part has implications for the provision and enhancement of sports facilities.

## National strategies

### Creating a New Sporting Habit for Life - Sport England and Government 5 Year Youth and Community Sports Strategy 2012-17

Under the new Sport England strategy, the main proposals are:

- All secondary schools to be offered a community sports club with direct link to NGB
- County sports partnerships given new resources to improve links between schools and community
- All secondary schools willing to be supported to open up or keep open their sports facilities for local community use, at least a third of which to receive additional funding
- College sports makers working across FE colleges
- 900,000 university students to get chance to take up new sport or continue playing
- 1,000 disadvantaged local communities to get doorstep club
- 2,000 young people supported into sport and life skills
- New £40m sports fund to help LA improve sports provision
- Further £100m invested in new facilities for most popular sports such as new AGPs and upgraded swimming pools
- Minimum of 30 sports to have enhanced talent pathways.

#### Other measures

- National GB funding 2013-17 – £450m
- Facilities – places people play - £250m
- Local investment - £250m
- School Games.

The government/Sport England strategy forms the best overall basis for the local strategies, not least because it guides important funding to overall sports facility and other priorities. The above proposals will be closely considered in the current studies.

**Chief Medical Officers' guidelines for physical activity (2011)** have been published by the four UK Chief Medical Officers, covering early years; children and young people; adults; and older adults. This is the first time UK-wide physical activity guidelines have been produced and represents the first time guidelines have been produced in the UK for early years (under fives) as well as sedentary behaviour, for which there is now evidence that this is an independent risk factor for ill health.

Physical activity should be encouraged across the population, with the latest evidence showing there is a clear link between physical activity and chronic disease. The new guidelines offer more flexibility for achieving the recommended levels of physical activity.

The guidance has a renewed focus on being active everyday and spells out the recommended minimum levels of activity for each age group:

- Under-fives: 180 minutes - three hours - each day, once a child is able to walk.
- Children and young people (5-18 year olds): 60 minutes and up to several hours every day of moderate to vigorous intensity physical activity. Three days a week should include vigorous intensity activities that strengthen muscle and bone.
- Adults (19-64 years old) and older people (65+): 150mins - two and half hours - each week of moderate to vigorous intensity physical activity (and adults should aim to do some physical activity every day). Muscle strengthening activity should also be included twice a week.

There are important links between these guidelines and the facility requirements set out in the current studies.

## **Planning Policies**

**The National Planning Policy Framework (NPPF)** is the new national planning guidance and provides a framework within which communities can produce their own distinctive local and neighbourhood plans. Open spaces, sport and recreation facilities are specifically protected from being built on unless a suitable alternative facility is created. Local Planning Authorities should now plan for sporting success by ensuring that sport and recreation is integral to their Local Plans.

Background - The NPPF consolidates existing planning guidance and statements into one short document. The Government believes this will result in a simpler planning system which encourages sustainable development. The NPPF has replaced the Planning Policy Guidance 17 as the national guidance for sport and recreation facilities.

Current Status - The NPPF is now live and available, of particular relevance to sport are paragraphs 73 – 78. Facilities cannot be built on unless they are surplus to requirements or a suitable alternative is provided. Local planning authorities should determine what facilities are required to meet the needs of local communities. Local Green Space Designation can be used to give extra protection to playing fields.

Action Points - Local Planning Authorities should implement this new policy to protect facilities from development. NGBs should encourage clubs and participants to get involved in planning better facilities for their community.

(Above taken from advice on Sport England website)

## **Broxbourne Planning Policy**

The Broxbourne Local Plan 2005 (second review 2001-11) concluded there was no shortage of sports facilities or deficiencies in accordance with the NPFA standard.

Policies for community leisure and tourism included:

- CLT1 protection of existing facilities
- CLT2 provision of new facilities
- CLT3 maintenance of open space
- CLT4 support for the Lee Valley regional park.

The plan considered contributions by developers to facilities and improvements. No new major developments for sport were proposed, although the community plan set out minor changes and improvements. A decision on the Hoddesdon Open Air Pool was required and the plan also proposed community use and joint provision at schools.

Work began on the preparation of a new local development framework and produced a core strategy which was unsound. In view of the new planning system under the NPPF, the local authority decided not to adopt the core strategy and instead proposed a new style local plan. Work is currently under way on the production of strategic policies and site allocations, with the proposed draft consultation document in July 2013 and pre submission publication in Spring 2014. Background documents accompanying the plan have been reduced but none relates to sport.

Main proposal in the local plan is for 250 houses pa, the equivalent of 4200 houses over plan period, 1800 in urban areas, 2400 in green belt.

In the future, other documents will include development management policies, CIL charging schedule, local investment plan and SPDs.

## 5. Summary and implications for strategies

- Broxbourne has a relatively small population with more people in the 20-24 and 60/65+ groups than the national average, and fewer in most other groups. However the differences across all age groups compared with the average are not marked
- The current population is mainly white and there are low levels of disability
- There is likely over the period of the strategy to be an overall increased demand for sport of about 2-5% compared with the increased population of 5-10%, a significant increased demand for junior sport and sports attractive to older people such as bowls and tennis, but a decline in demand for pitch sports, and indoor sports undertaken in a sports hall. There will be an increasing need to address the demands of an older population for sport
- There are above current levels of unemployment, but generally Broxbourne is a relatively prosperous borough, with more high earners and fewer low earners than average. However the level of educational attainment in Broxbourne is generally lower than the average
- The health of people in Broxbourne is generally better than the England average and life expectancy generally high, although much lower in the more deprived parts of the borough. Both adult and childhood obesity are considerably higher than the average. Health priorities in Broxbourne which need addressing include physical activity and obesity particularly among younger people and helping the expanding older population maintain their health, which have implications for sport
- Broxbourne's overall deprivation score is in the middle third nationally and regionally – but within the borough, there are output areas where deprivation is above average (parts of Cheshunt, Hoddesdon and Turnford), while Waltham Cross is in the most deprived 20% of wards in England. There is much variety throughout the borough in terms of overall deprivation, and different interventions may be necessary
- Activity rates in sport have fluctuated but have generally remained slightly above the national average. Male activity is appreciably higher than female, and older people (55+) are also more active than average. Rates among the higher SE groups are also higher, and those in the lower groups lower. Other data suggests that 52% of adults do no activity at all, which is slightly higher than the average. A major priority will be to increase overall levels of participation
- There are relatively high and increasing levels of volunteering, but low and declining club membership, coaching and tuition, increasing but still low levels of organised competition and average but declining levels of satisfaction with local sports provision. These important factors also need to be addressed
- The population is mixed in terms of its market segmentation, with two of the main groups present having higher than average activity rates, and one with the lowest activity rates. The main segments of the wider population with high participation rates are not well represented in Broxbourne. Overall latent demand for all sports is high but lower than average

- The market segmentation breakdown of the borough estimates there are about 15,000 adults in the borough taking part in indoor sports at present (or between 20-40% of the adult population) and that about 10-20% of the adult population (or about 10,000 adults) would like to take part in indoor sport. This would lead to a 66% increase in participation if achieved
- About 3,000 adults currently take part in outdoor pitch sports and similar, and latent demand is for a further 150% if all aspirations were met, though again this is considered unrealistic
- The development of strategies for playing pitches/outdoor sports and built sports facilities needs to consider the range and scope of existing policies and strategies for sport and other related issues in Broxbourne. At the same time there are other national, regional and county-wide strategies which impinge on sport in Broxbourne. There is a useful background of existing strategies which need to be considered, although some existing guidance is now out of date.