



APPENDIX 1

ROYAL BOROUGH OF WINDSOR & MAIDENHEAD INDOOR SPORT AND LEISURE FACILITY STRATEGY 2016 – 2021

MARCH 2016

Integrity, Innovation, Inspiration

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**ROYAL BOROUGH OF WINDSOR & MAIDENHEAD
INDOOR SPORT AND LEISURE FACILITY STRATEGY 2016 - 2021**

ROYAL BOROUGH OF WINDSOR & MAIDENHEAD

INDOOR SPORT AND LEISURE FACILITY STRATEGY 2016 - 2021

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Glossary of terms

ANOG	Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities (Sport England 2014)
APS	Active People Survey
BME	Black and minority ethnic (community)
CIL	Community Infrastructure Levy
del	Datchet and Eton Leisure
FPM	Facilities Planning Model
KKP	Knight, Kavanagh & Page
LSOA	Lower super output areas
MAC	Maidenhead Athletic Club
MYE	Mid-year estimates
NGB	National governing body (of sport)
NHS	National Health Service
NSC	National Sports Centre
ONS	Office of National Statistics
RBWM	Royal Borough of Windsor & Maidenhead
SE	Sport England
TVAC	Thames Valley Athletics Centre

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EXECUTIVE SUMMARY

This is the Indoor Sport and Leisure Facility Strategy for the Royal Borough of Windsor and Maidenhead (RBWM) for the five year period 2015 – 2020. The assessment of provision and strategy recommendations were prepared in accordance with Sport England Assessing Needs and Opportunities (ANOG) Guide for Indoor and Outdoor Sports Facilities 2014.

They are also in line with Sport England's key facility planning drivers of 'Protect', 'Enhance' and 'Provide' and, thus, provide a focus for the Borough to work with key stakeholders to provide facilities that meet the sport and physical activity needs of its current and future resident population.

Recommendation No.1 – general leisure stock

The following leisure stock should be kept, maintained and where budgets permit enhanced as multi-use indoor sports centres:

- ◀ Windsor Leisure Centre (1a)
- ◀ Charters Leisure Centre (1b)
- ◀ Cox Green School and
- ◀ Furze Platt School (1c)
- ◀ Other dual use provision (1d)

These facilities are presently fit for purpose and appropriately located to meet the long term sport and recreation needs of RBWM residents in the communities of Maidenhead, Windsor and Ascot. They need continuous investment to ensure that they remain fit for purpose, keep up with current fitness industry trends and are commercially viable. The feasibility of any proposals will need to be fully examined.

Recommendation No.1a – Windsor Leisure Centre

At Windsor Leisure Centre, to stay ahead of and/or keep pace with local competition and having, via a feasibility study, tested the commercial viability, invest in:

- ◀ Increasing the scale of health and fitness providing more stations and additional/larger studio spaces.
- ◀ Replacing the flumes with an equivalent family orientated centre of water entertainment
- ◀ Replacing the existing spa with modern new facilities – sauna, steam room, hydrotherapy pool, treatment rooms and relaxation area.
- ◀ Expanding the relaxation/refreshment area and add free access public wi-fi.

Recommendation No.1b – Charters Leisure Centre

Because Charters Leisure Centre is the only facility serving the south of the borough, and to meet education and community needs, assess the feasibility of and, if feasible and appropriate, support the proposed on site development of a: 6 court sports hall, a swimming pool and ancillary changing accommodation.

Recommendation No.1c – Cox Green and Furze Platt leisure centres

Upgrade or provide new sports hall accommodation to provide four court halls with associated office and management facilities to accommodate and enable facilitate well managed community use. If feasible develop these to meet the new Sport England specification to better suits the playing needs of netball, volleyball and handball.

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Recommendation No.1d

- (i) On a settlement (i.e., Datchet, central Maidenhead and Windsor areas) and site by site basis (linked to school commitments to offer full community use programming) investigate the feasibility of upgrading existing joint use facilities or providing new sports hall accommodation with associated office and changing accommodation to facilitate well managed community use at the following:
- ◀ Altwood Church of England School
 - ◀ Churchmead Church of England School
 - ◀ Desborough School
 - ◀ Newlands School
 - ◀ Trevelyan Middle School
 - ◀ Windsor Boys School
 - ◀ Dedworth Middle school
- (ii) Where any new state schools are built ensure that site master-planning and sports provision location and design is orientated to accommodate community use and secured via an appropriate and binding community use agreement.
- (iii) Work with private/public schools, higher and further education colleges, across the Borough, to facilitate community / voluntary club access to school sport facilities via formal access agreements. To support this, set up an officer working group to investigate and pursue the potential to create (and maintain) closer links with and further the community use of, school sports facilities.

Recommendation No 2 – Magnet Leisure Centre

Replace the Magnet Leisure Centre with a 'right sized' facility which, at minimum, replaces the existing provision. This should:

- ◀ Be strategically located so as to optimise accessibility and enable access both on foot and via all forms of available personal and public transport.
- ◀ Be a large, central venue/spectator orientated indoor venue for indoor sports, such as netball and basketball (wheelchair/able bodied) plus cultural events/activities.
- ◀ Provide a larger water area to meet unmet existing demand as evidenced by strategy consultation and future demand from the Borough's growing population
- ◀ Provide extensive fitness and studio provision
- ◀ Provide relevant social, catering and ancillary facilities and adequate car parking, bicycle and pram/buggy storage

Suggested core provision

- ◀ 10 court sports hall
- ◀ 4 court event hall
- ◀ 10 lane x 25m pool
- ◀ 13m x 20m learner pool
- ◀ Splash pool
- ◀ Minimum 150 station fitness suite
- ◀ Spin studio
- ◀ Four dance/multi-purpose studios.
- ◀ Martial arts dojo
- ◀ 4 squash courts
- ◀ Meeting rooms
- ◀ Soft play
- ◀ Café
- ◀ High quality wet/dry changing facilities

Consider whether, as part of this process, there may be an opportunity to accommodate the facility aspirations of partners/agencies such as SportsAble, the Windsor Club and the Phoenix Gymnastics Club via some form of joint provision or partnership based development.

Recommendation No.3 – specialist sports provision

RBWM will work closely with key local clubs to develop/improve specialist sports facilities to meet local need. Specifically, these include:

- ◀ Phoenix Gymnastics Club (3a)
- ◀ The Windsor Club (3b)
- ◀ SportsAble (3c)
- ◀ Thames Valley Athletic Club (e)

3a Gymnastics

Work with Phoenix Gymnastics Club to find an affordable venue of appropriate quality at which it can effectively accommodate permanent fixed equipment and associated club facilities. Development of a dedicated facility will be strategically backed and possibly financially supported by British Gymnastics.

3b: The Windsor Club

Work with the Windsor Club to find an affordable site at which it can effectively develop health and fitness facilities, squash courts and ancillary social provision to enable it to develop and function as a successful club.

3c: SportsAble

Work in partnership with SportsAble to assess the feasibility of and, as applicable, facilitate development of additional sports facilities for disabled athletes and create a successful business model.

Concurrently (in tandem with Recommendation No 2) consider whether and how a replacement facility for the Magnet Leisure Centre might be able to integrate with and/or affordably service some of the Club's facility needs.

3d Thames Valley Athletic Club

Continue to support the Trust operating the TVAC to maintain and improve it as a centre for indoor and outdoor athletics plus squash. In so doing, work with its management team to identify new facilities that would help enhance its vibrancy and sustainability as a multi-functional sports club.

Recommendation No.4 – new housing provision and other built development

Alongside planning applications for new housing and other built development investigate opportunities for new and improved sports provision (indoor and outdoor) to be funded through the Community Infrastructure Levy (CIL) or specific planning agreements.

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INTRODUCTION

This is the Indoor Sport and Leisure Facility Strategy for the Royal Borough of Windsor and Maidenhead for the five year period 2015 – 2020. The strategy recommendations are drawn from the accompanying Assessment Report, researched and prepared between July – November 2015 by Knight Kavanagh and Page Limited (KKP). Both the Assessment Report and Strategy were prepared in accordance with the guidance from Sport England contained in the document ‘Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities, Sport England, December 2014.

The consultant team is most grateful to the lead and contributing officers from RBWM, Sport England, Get Berkshire Active, national governing bodies of sport (NGBs) and other organisations for the time and ideas they have contributed to the assessment and strategy formulation. All agencies will need to continue to work together to deliver this strategy.

Strategic context

Engaging residents to take up and retain a level of physically literacy and activity is a high priority for national government. For many residents sport and recreational activities have a key role to play in facilitating physical activity. Ensuring an adequate supply of suitable facilities to meet local need is a requirement of the planning system. In line with national policy recommendations ensuring the health and well-being of communities, and the delivery of modern, ‘fit for purpose’ community sports facilities is a key priority for RBWM.

Like many other strategic bodies it is keen to ensure that the borough population takes regular exercise and has a nutritious and well balance diet to maintain health and well-being. The key message from strategic bodies is for residents to ‘get active’.

RBWM must increasingly manage on less funding from Central Government and lower revenues from Council taxes. This together with changes to welfare benefits, greater demand for social and elderly care and a new duty to improve the public’s health is creating, and will continue to exert, pressure on already reduced budgets.

Facilities in which to take part in sport and other forms of physical activity will be increasingly significant in helping deliver the ‘get active’ message and the opportunity to engage and ‘be active’. According to Sport England most recent published Active People Survey (APS 8) an estimated 42.3% of adults in RBWM participate in at least 30 minutes moderate intensity sporting activity per week (national average: 35.8%). The most popular activities are working out in a health and fitness gym, taking a fitness class, swimming, running and cycling.

Borough indoor and built provision is provided and managed by several organisations, including Parkwood (Legacyleisure), SERCO, Datchet and Eton Leisure (del), schools and private companies.

There is a good network of voluntary sports clubs catering for indoor sports activities. The borough also contains exceptional specialist sports facilities, notably at Bisham Abbey National Sports Centre (NSC), Thames Valley Athletics Centre (TVAC) and Eton College. Club and individual users of Bisham Abbey must be prepared to work around, and with NGBs (including England Hockey and the Rugby Football Union) which use it for national squad and elite performance training;

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Sports halls are, in general, meeting current peak time demand although some voluntary sports clubs report facilities to be unavailable, unaffordable or both. A proportion of the school indoor sports hall facility stock is of poor quality, reflecting its age and the limited funds available to enhance or replace provision.

Swimming provision is good, although the Magnet Leisure Centre is now past its best and need to be replaced. Market segmentation analysis suggests that there is further potential demand for swimming both within the existing population and as a consequence of population growth. School pools offer additional water space to help cater for the training needs of the Borough's two main swimming clubs (Maidenhead and Windsor).

Health and fitness is very popular and market segmentation analysis confirms that the potential market for this is not yet satiated. Borough facilities are under pressure and peak time demand cannot be met at either the Magnet or Windsor leisure centres. Throughout the borough fitness is highly segmented and several commercial health and fitness operators and voluntary/social enterprise club facilities are helping to meet current demand.

Policy objectives

Account has been taken of national, regional and local policy recommendations from:

- ◀ Government Strategy for Sport 2015
- ◀ Sport England: A Sporting Habit for Life (2012 – 2017)
- ◀ Strategic Planning: Effective Co-operation for Planning Across Boundaries 2015
- ◀ National Planning Policy Framework 2012
- ◀ Public Health England: Everybody Active Every Day, October 2014
- ◀ RBWM Corporate Plan
- ◀ Joint Health and Well Being Strategy 2016
- ◀ Sustainable Community Partnerships Strategy and
- ◀ Get Berkshire Active

In general terms, these identify a broad set of aims and objectives to encourage:

- ◀ Healthy lifestyles for individuals.
- ◀ Healthier communities.
- ◀ Residents to be physically active through any means not just playing sport.
- ◀ Increasing activity amongst all groups, including the very young and the elderly.
- ◀ Residents to be aware and understand the threat that a poor diet and lack of exercise can pose to physical and mental health and the well-being of individuals.
- ◀ Physical activity and sport to become a habit that is maintained throughout life.

The core message running through local strategic documentation is the requirement to ensure adequate, affordable opportunity for residents to take part in physical activity thus increasing participation levels. Provision of facilities and programmes to help facilitate physical activity needs, where appropriate, to be targeted to meet the needs of identified groups in specific areas. It is, thus, essential that sports facilities of are available to the community and that the 'offer' is developed based on local community need.

Geography, demography and housing growth

The RBWM comprises four key towns Windsor, Maidenhead, Ascot and Eton and a number of smaller villages. Regeneration of Maidenhead is a key corporate priority and, in addition

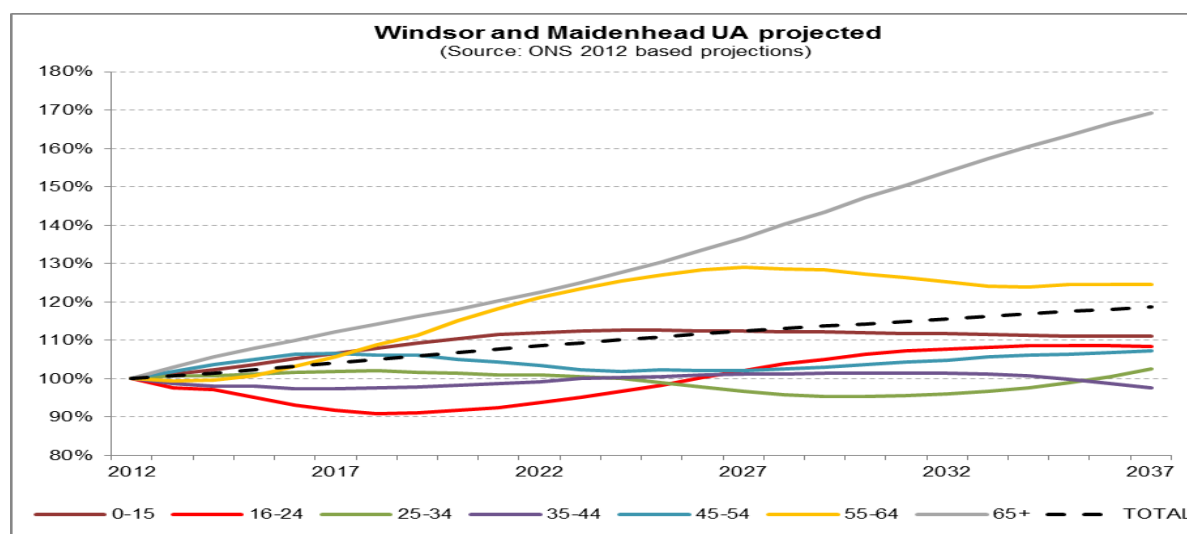
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to the Crossrail link, this will bring a new town centre waterway, retail, office, leisure and cultural facilities, public realm and residential development. Housing development will also take place in Windsor and Ascot. Areas around the Royal Borough's main towns are open and rural in character and there are many parks, open spaces and woodland areas. The River Thames is a major feature flowing through the Borough, from Bisham, in the north through, Maidenhead, Windsor and on, via Surrey, to London.

As of 2013, the Borough population was 146,335. Recent projections indicate a rise of 18.8% (+27,346) from 2012 to 2037. Key changes between now and 2024 will include:

- ◆ A sharp rise in the number of 0-15 year olds; by +3,666 (+12.6%).
- ◆ A fall of -442 (-3.3%) in the number of 16-24 year olds.
- ◆ A projected continuous increase in proportion of people aged 65+ (from 17.3% of the population in 2012 to 24.6% by 2037 (one in four of the population)).

Figure 2: Projected population change (2012 – 2037)



Source: PHE RBWM Health Profile August 2014

Circa 10% of RBWM population belong to BME groups. Planning for sport and leisure should take account of the potentially different cultural needs of these groups.

Deprivation and health

Relative to other parts of the country Windsor & Maidenhead has low levels of deprivation; one in 100 residents lives in areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, 70.6% live in the three least deprived groupings in the country, this compares to a 'norm' of c.30%. The health of the Borough's children and young people is better than the England average for all indicators. However, more than 2,800 live in poverty and c. 900 are eligible for free school meals. Priorities for action in the Local Area Agreement include tackling drug and alcohol misuse, emergency admissions for alcohol related harm, healthy life expectancy at age 65, and children and young people's mental health and well-being.

The annual cost to the National Health Service (NHS) of physical inactivity in RBWM is estimated at £1,775,960. (Department of Health Be Active, Be Healthy reworked by Sport England).

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Sport and physical activity in RBWM

According to Sport England's Active People Survey (8), 42.3% of adults in RBWM participate in at least 1 x 30 minutes moderate intensity sport/physical activity per week. This is above national (35.8%) and regional (37.7%) averages. The most popular sports/activities in RBWM are shown below.

Table 1: Most popular sports in RBWM

Sport	Windsor and Maidenhead		South East		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	18.2	15.4%	752.6	10.9%	4,622.7	10.9%
Cycling	13.2	11.2%	657.6	9.5%	3,458.9	8.1%
Swimming	11.7	10.0%	843.8	12.2%	4,896.9	11.5%
Fitness & Conditioning	10.8	9.1%	458.0	6.6%	2,854.7	6.7%
Athletics	10.1	8.5%	465.9	6.7%	2,778.8	6.5%

(Source: SE Area Profiles)

Sport England's market segmentation profile for Windsor and Maidenhead indicates that 'Settling Down Males' is the largest segment of the adult population at 14.4% (15,635) compared to a national average of 8.8%. Fitness Class Friends (Chloe) and Comfortable Retired Couples (Ralph & Phyllis) are the next two dominant groups, representing 19.8% (20,659) of the adult population, compared to 8.93% nationally. These and the next three best represented segments have relatively high rates of participation and in broad terms, their presence would indicate high existing and growing demand in particular for health and fitness, swimming and cycling provision.

Implications for RBWM

The next five years will see significant growth in Maidenhead both in population and housing as Crossrail is developed and implementation of plans for the regeneration of its town centre continue. New house building will also continue. Population growth will increase demand for sport and recreation facilities.

Over the Strategy period (2015-2020) the socio-economic profile of the Authority will remain broadly the same meaning that the existing high residual demand for (good quality) sport and recreation facilities will grow. Of particular note is the increase in the number of people aged 65+ and, again based upon the Borough's demography, a substantial proportion of these will wish to remain active.

Sports and activities which are popular now in RBWM, going to the gym, exercise classes, cycling, swimming and running will continue to be the most popular.

Parkwood will be into the second year of the management contract. Improvements to sites currently being implemented can be expected to have an impact on participation rates and user numbers and there may be potential for further investment in key sites.

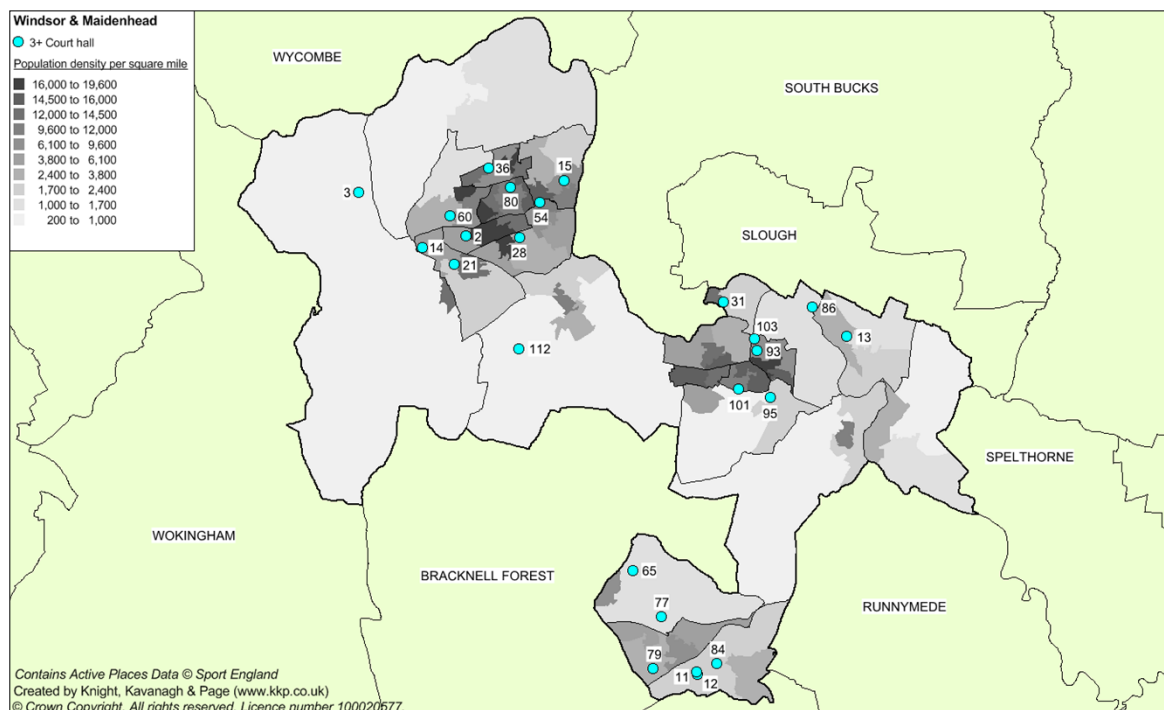
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CORE PROVISION

Sports halls

There are 22 sports halls of variable size and quality in the borough.

3+ court sports hall provision in RBWM



Ref	Site	No. badminton courts	Condition
2	Altwood Church of England School	4	Above average
3	Berkshire College of Agriculture	4	Good
11	Charters Leisure Centre	4	Above Average
12	Charters Schools	6	Good
13	Churchmead Church of England School	3	Above average
14	Claire's Court Junior Boys	3	Not assessed
15	Claire's Court Senior Boys	3	Not assessed
21	Cox Green Leisure Centre	4	Poor
28	Desborough College	4	Above average
31	Eton Wick Rec. Ground/Youth Centre	3	Not assessed
36	Furze Platt Senior School	4	Below average
54	Magnet Leisure Centre	8	Below average
60	Newlands Girls' School	4	Above average
65	Papplewick School	4	Not assessed
77	St Georges School	4	Not assessed
79	St Marys School Ascot	4	Not assessed
80	St Piran's School	4	Not assessed
84	Sunningdale School	4	Not assessed

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Ref	Site	No. badminton courts	Condition
86	Thames Valley Athletics Centre	4	Above average
93	The Windsor Boys School	4	Below average
93	The Windsor Boys School	4	Below average
95	Trevelyan Middle School	4	Below average
101	Windsor Girls School	4	Good
103	Windsor Leisure Centre	8	Good
112	Holyport College	3	Good

(Not accessed – visits to private school provision was very restricted)

The FPM suggests that RBWM has a slight provision surplus; KKP research supports this; existing supply does have capacity to meet current demand. The highest quality sports hall, with public access, is located at Charters School. A significant number of private schools with good sports hall do not allow community access. Despite this, residents in Ascot, Eton, Maidenhead and Windsor all have access to a publicly accessible sports hall within one mile of where they live. Population growth, circa 1,000 per annum is not likely to significantly affect demand over the lifetime of the strategy (2016 – 2021).

Despite the fact that some sports halls at several state schools are in poor condition, many are still popular and well used community venues. Improving quality would retain existing and attract new users helping to raise overall participation levels. Several NGBs are interested in supporting the local development of activity in the Borough.

At peak-times most publicly accessible sports halls are at capacity and there is evidence to suggest that certain clubs/sports cannot either book facilities at suitable times or afford present hire charges. Overall, however, there is no evidence of unmet demand for sports hall space in RBWM. There is however spare off peak and weekend capacity.

Swimming pools

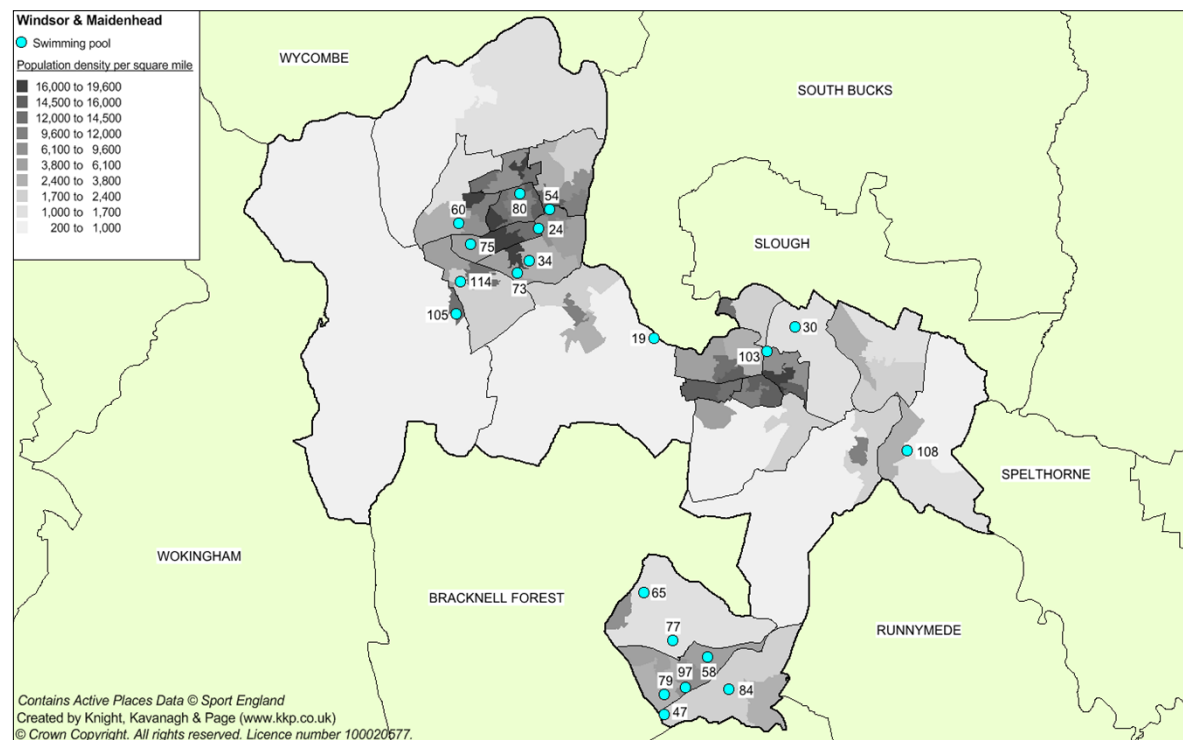
There are 20 swimming pools at 17 locations in the borough. Two (Windsor and Magnet leisure centres) are Council owned (both with teaching provision), ten locations are school site based, four with club only access and one with club and community access and five private health clubs have pools of varying sizes. With the exception of the Magnet Leisure Centre which is below average, the quality of the pool venues is good.

In simple supply terms, the overall picture for swimming pool provision in RBWM is good with two key public swimming facilities in Maidenhead and Windsor towns and several school pools, both state and private schools helping to meet demand from clubs and the learn to swim market. School facilities meet much of the local swimming club demand. Whilst the FPM suggests a slight under provision of water space research and consultation evidence, particularly from swimming clubs and other potential users, suggests that demand outweighs supply. This is likely to intensify as the population increases and actual/ potential demand from residents increases.

Swimming is popular (recreationally and in clubs). APS 8 suggests that the Borough has more than 11,700 active swimmers. Demand for swimming lessons is high. The Borough's swimming clubs all indicate a need for more water time to enable them to run more and larger squads and grow. Club growth *per se* is reportedly constrained by the shortfall in pool lane space. In addition to 'mainstream' demand, the three disability sports clubs (SportsAble, the Electric Eels and Starfish) also use pool facilities. There is a hydrotherapy pool at Manor Green Special School (adjoins Cox Green Leisure Centre).

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Swimming pool provision in RBWM



ID	Site	Quality	Lanes	Type
30	Eton College	N/a	6	Main/General
34	Fredricks Hotel Restaurant Spa	N/a	0	Learner/Teaching/Training
34	Fredricks Hotel Restaurant Spa	N/a	0	Lido
47	Hurst Lodge School	N/a	5	Lido
54	Magnet Leisure Centre	Below average	8	Main/General
54	Magnet Leisure Centre	Below average	0	Learner/Teaching/Training
58	Marist Senior School	N/a	4	Main/General
60	Newlands Girls' School	Good	4	Main/General
65	Papplewick School	N/a	4	Main/General
73	Spirit Health Club (Maidenhead)	Good	0	Main/General
75	St Edmund Campion CPS	N/a	0	Lido
77	St Georges School	N/a	4	Lido
79	St Marys School Ascot	N/a	5	Main/General
80	St Pirans School	N/a	4	Main/General
84	Sunningdale School	N/a	0	Main/General
97	Berystede Hotel and Spa	N/a	2	Main/General
97	Berystede Hotel and Spa)	N/a	0	Lido
103	Windsor Leisure Centre	Good	6	Main/General
24	David Lloyd Leisure	Good	4	Main/ General
19	Oakley Court Hotel	Good	0	Teaching
114	Manor Green Special School	Good	N/a	Hydro Therapy

Source: Active Power Places (N/a – not assessed)

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Windsor Leisure Centre is a relatively new pool complex and is well placed to offer a good quality swimming experience. It also houses a leisure pool providing a combination of water cannons, spray features, slides, drench buckets, a water diving bell and bubble tub; this attracts visitors from across the South East region.

The size, age and condition of the Magnet Centre is making it increasingly challenging to provide a high quality swimming offer. Without significant investment and/or new provision the quality of the user experience, which is already declining, will reduce further. As a venue, it will also get progressively more expensive to operate.

The pools at Magnet and Windsor leisure centres are fully programmed and both are at capacity during peak times. Schools pools open to the community, Newstead Girls and St John Beaumont (in Runnymede) help to accommodate swimming club training.

Currently there are substantial areas of RBWM where residents are unable to access a public swimming pool within one mile of where they live, although some are serviced by pools located in neighbouring local authorities. Population growth is not likely to significantly affect demand over the lifetime of this strategy (2015 – 2020).

The replacement 8 lane x 50m pool at Handy Cross will add to provision catering for this part of Berkshire. It will not, however, address overcrowding in RBWM facilities at peak times, the limited space for club swimming or access issues for residents in areas without a nearby pool. Development of a pool in Ascot/Sunningdale would meet local demand from residents who must otherwise travel to Bracknell Forest, Runnymede or Windsor.

Health & fitness

RBWM contains a wide range of providers of health and fitness facilities. The quality of public sector provision is good and in many instances, despite limitations to gym sizes and studio capacity, it competes on an equal footing with its commercial rivals.

Within RBWM the market is keen and competitive. Demand for fitness suites in which to 'work out' seems set to continue to rise with many users young and old preferring the instant access and flexibility that gyms afford to more traditional team sports and games. Market segmentation analysis confirms the potential to further grow participation in this activity in the borough. Aspirations to increase the activity levels of the population will further add to demand for health and fitness provision. All operators thus need to keep pace with trends and market developments to maintain and grow their membership base.

Budget market entrants, such as Pure Gym are a possible threat to RBWM's leisure centre operators' business models and there is potential for this to occur in Maidenhead as it grows. To maintain an attractive fitness proposition RBWM must address the following:

- ◀ Peak-time crowding and lack of peak time capacity at the Magnet and Windsor
- ◀ Limited studio space
- ◀ Shortage of parking facilities at Windsor Leisure Centre
- ◀ Poor quality spa at Windsor Leisure Centre
- ◀ Crowded coffee shop at Windsor Leisure Centre

Specialist sports provision

The strategy considers provision for:

- ◀ Disability sports provision
- ◀ Combat sports
- ◀ Cycling
- ◀ Indoor bowls
- ◀ Indoor tennis
- ◀ Squash
- ◀ Gymnastics and trampolining.
- ◀ Other specialist provision

Disability sports provision

SportsAble, provides opportunity for c. 450 members to take part in sport and physical activity in a range of sports. They also get the chance to enjoy the benefits of attending a club with like-minded people, many with a disability. For 46 athletes it has been a catalyst for them becoming an Olympian. There is evidence to support provision of indoor sports facilities to meet the demand from SportsAble and other disability organisations in RBWM at Braywick Park. Sport England research demonstrates demand from the disabled community for more opportunities to participate at recreational and performance levels.

SportsAble has a track record of facilitating all levels of performance with limited resources but it reported requiring dedicated facilities to meet members' needs at an affordable level while maintaining its voluntary club ethos and atmosphere. While consideration has been given to whether and how it might gain from development of a replacement for the Magnet Leisure Centre (and for pool based activity this will almost certainly be the case), there is concern that some of the Club's key characteristics and requirements could not be catered for via simply acquiring programme time in a new public sports facility; in addition, such provision does not lend itself to the allocation of the time needed to support talented and potentially elite disabled athletes.

MAC and England Athletics support this partnership and the plans to improve the track for community, MAC and SportsAble use. New dedicated sports provision at SportsAble would meet a number of national participation objectives and provide further opportunity for disabled people to be physically active and involved with sport. This said, any indoor provision at Braywick Park, needs to be configured to avoid the loss of any grass pitches or playing areas.

Combat sports

A purpose built facility for combat sports would help to meet their specialist needs in the borough

Cycling

Several cycle clubs operate in the borough plus social groups which meet and organise their own rides on both a regular and an ad hoc basis. Locally, numerous cycle routes avoid major roads and make the most of the countryside. A significant section of the national cycle network (Sustrans) passes through RBWM and the 'Round Berkshire Cycle Route' takes in several local areas. The rowing lake access path at Dorney (constructed for the 2012 London Olympics) is safe and has a good surface for recreational cycling.

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Neighbouring Bracknell Forest has 24.2km of inter connected off road routes at the Lookout Centre on the Crown Estate and RBWM has an aspiration to create a cycle route to link Maidenhead to Windsor Great Park. Discussion with the Crown Estate is ongoing.

Investment in making roads safer and providing off road cycling routes would reportedly be welcomed by local residents, and the borough's commuters. Market segmentation analysis also points to the importance of provision for this sport in the borough. The cycling community is in dialogue with RBWM about plans to make the roads safer and add to the number of traffic free routes throughout the borough.

Indoor bowls (flat green) provision

Desborough Bowls Club is currently located in York Road in the centre of Maidenhead on a site which now has planning consent for residential development. As part of the planning negotiations it will relocate to a like-for-like turnkey facility at Green Lane. Indoor bowling club facilities in RBWM have spare capacity to accommodate new users.

Indoor tennis

Pay and play access to facilities for indoor tennis is available at Bisham Abbey NSC (in the north of the borough) and club members' have access to three indoor courts at Windsor Lawn Tennis Club. Both venues also offer outdoor floodlit facilities. At Cox Green Leisure Centre, an air hall has been erected over three hard tennis courts. The demography of RBWM would suggest relatively high demand for the sport and this is, to a degree, confirmed by Sport England market segmentation analysis.

Squash

Although not apparent in APS 8, preliminary publication of some headline APS 9 figures would suggest that the steady long term decline in the number of people playing squash has been arrested. This said, many the courts that existed in the 1970/80's have been lost or converted for other uses, notably dance studios and health and fitness gyms.

Re-development of squash court facilities provided by the Windsor Club would maintain court supply across RBWM and provide courts with public access in that area to complement those in Eton: Thames Valley Athletics Centre - TVAC and Maidenhead (Magnet Leisure Centre). There is off-peak playing capacity within the existing supply of courts at the Magnet and Charters leisure centres and at Bisham Abbey NSC. Compared to other authorities, RBWM has a high number of publicly available squash courts and could be a significant area of focus for the re-development of the game.

Gymnastics and trampolining

There are four gymnastic clubs in RBWM plus 10 in neighbouring boroughs. Local demand substantively exceeds supply and waiting lists are commonplace; the resulting shortfall is restricting growth and development of the sport. Phoenix Gymnastics Club has a venue on a site that is to be developed for housing and will have to move from its current premises at the end of 2016. This proposal has the support of British Gymnastics and would provide a facility supporting the participation of over 1000 gymnasts per week from pre-school to national team representatives. A new venue would go some way towards meeting the significant local need for gymnastics provision in a sport in which participation is growing.

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INDOOR SPORT AND LEISURE FACILITY STRATEGY 2016 - 2021

Other specialist provision

Bisham Abbey National Sports Centre

This is owned by the Sports Council Trust Company and provides world class training and competition spaces for a wide range of NGBs plus community users. Combining high quality indoor and outdoor sports provision, meeting rooms, conference, hotel and residential accommodation, BANSC is an eclectic mix of facilities set within the 13th century Grade 1 Listed Abbey and its grounds. Whilst access to some areas is restricted to elite performers only many are available for community use.

Thames Valley Athletic Centre

TVAC, home to Windsor, Slough, Eton and Hounslow AC and Slough Juniors AC, is on the outskirts of Eton/Datchet. It is run by Datchet and Eton Leisure (del) governed by Thames Valley Centre Management Trust in partnership with RBWM, Slough Borough Council and Eton College. Eton students have free access to facilities and use of TVAC is regularly timetabled; in exchange the College maintains the track and grounds. Facilities, which are made available on a pay and play and membership basis, include:

- ◀ Gym and fitness suite
- ◀ squash courts (1 doubles court)
- ◀ Exercise studios
- ◀ Track facilities
- ◀ Six lane 60m sprint straight, jumping and throwing areas
- ◀ Courts on the track area for basketball, badminton, football and netball.

It is rated in the top ten in respect of strategic importance to athletics in England. Club use takes place on at least four nights per week and the 500+ registered club athletes make it one of the largest in England. In keeping with the continued growth of off-track running and track and field athletics the sport continues to be amongst those with improving APS numbers. There are further opportunities to consider development of marked running routes within RBWM to meet the demand of recreational runners.

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INDOOR SPORT AND LEISURE FACILITY STRATEGY 2016 - 2021

VISION AND RECOMMENDATIONS

This is the Indoor Sport and Leisure Facility Strategy for the Royal Borough of Windsor and Maidenhead for the five year period 2015 – 2020. The assessment of provision and strategy recommendations were prepared in accordance with Sport England Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities 2014.

They are also in line with Sport England’s key facility planning drivers of ‘Protect’, ‘Enhance’ and ‘Provide’ and, thus, provide a focus for the Borough to work with key stakeholders to provide facilities that meet the sport and physical activity needs of its current and future resident population.

Vision

The vision underpinning this strategy is to:

- ◀ Develop and improve facilities that encourage active lifestyles for all RBWM residents and contribute to generating an increase in the level of regular participation in sport and physical activity.
- ◀ Provide high quality indoor sports facilities that enable residents to take part in sport and physical activity in fit for purpose venues that meet individual and community sporting need.
- ◀ Enable and support other providers e.g., schools, trusts, charities, voluntary sports clubs and commercial operators to develop new, and expand existing facilities.
- ◀ Improve the effectiveness of pathways and progression routes for residents into participation, performance and excellence.

Recommendations emerging from the needs assessment provide a focus for RBWM to work with key stakeholders to provide facilities that will enable the vision to become a reality and allow the Council to meet the sport and physical activity needs of its current and future resident population.

Strategy Framework



The recommendations identified are designed to deliver the above vision over the period 2016 – 2021. They provide strategic direction for the RBWM, the Council’s leisure operators plus agencies, companies, schools, voluntary sector clubs and organisations which provide facilities and opportunities for residents and visitors to participate.

They have been developed in line with Sport England’s key facility planning drivers of ‘Protect’, ‘Enhance’ and ‘Provide’. Each is supported by a summary rationale drawn from the Indoor and Built Facilities Assessment Report, January 2016.

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INDOOR SPORT AND LEISURE FACILITY STRATEGY 2016 - 2021

Recommendation No.1 – general leisure stock

The following leisure stock should be kept, maintained and where budgets permit enhanced as multi-use indoor sports centres:

- ◀ Windsor Leisure Centre (1a)
- ◀ Charters Leisure Centre (1b)
- ◀ Cox Green School and
- ◀ Furze Platt School (1c)
- ◀ Other dual use provision (1d)

These facilities are presently fit for purpose and appropriately located to meet the long term sport and recreation needs of RBWM residents in the communities of Maidenhead, Windsor and Ascot. They need continuous investment to ensure that they remain fit for purpose, keep up with current fitness industry trends and are commercially viable. The feasibility of any proposals will need to be fully examined.

Recommendation No.1a – Windsor Leisure Centre

At Windsor Leisure Centre, to stay ahead of and/or keep pace with local competition and having, via a feasibility study, tested the commercial viability, invest in:

- ◀ Increasing the scale of health & fitness providing more stations and additional/larger studio spaces.
- ◀ Replacing the flumes with an equivalent family orientated centre of water entertainment
- ◀ Replacing the existing spa with modern new facilities – sauna, steam room, hydrotherapy pool, treatment rooms and relaxation area.
- ◀ Expanding the relaxation/refreshment area and add free access public wi-fi.

Recommendation No.1b – Charters Leisure Centre

Because Charters Leisure Centre is the only facility serving the south of the borough, and to meet education and community needs, assess the feasibility of and, if feasible and appropriate, support the proposed on site development of a: 6 court sports hall, a swimming pool and ancillary changing accommodation.

Recommendation No.1c – Cox Green and Furze Platt leisure centres

Upgrade or provide new sports hall accommodation to provide four court halls with associated office and management facilities to accommodate and enable facilitate well managed community use. If feasible develop these to meet the new Sport England specification to better suits the playing needs of netball, volleyball and handball.

Recommendation No.1d

(i) On a settlement (i.e., Datchet, central Maidenhead and Windsor areas) and site by site basis (linked to school commitments to offer full community use programming) investigate the feasibility of upgrading existing joint use facilities or providing new sports hall accommodation with associated office and changing accommodation to facilitate well managed community use at the following:

- ◀ Altwood Church of England School
- ◀ Churchmead Church of England School
- ◀ Desborough School
- ◀ Newlands School
- ◀ Trevelyan Middle School
- ◀ Windsor Boys School
- ◀ Dedworth Middle school

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- (ii) Where any new state schools are built ensure that site master-planning and sports provision location and design is orientated to accommodate community use and secured via an appropriate and binding community use agreement.
- (III) Work with private/public schools, higher and further education colleges, across the Borough, to facilitate community / voluntary club access to school sport facilities via formal access agreements. To support this, set up an officer working group to investigate and pursue the potential to create (and maintain) closer links with and further the community use of, school sports facilities.

Recommendation No 2 – Magnet Leisure Centre

Replace the Magnet Leisure Centre with a 'right sized' facility which, at minimum, replaces the existing provision. This should:

- ◀ Be strategically located so as to optimise accessibility and enable access both on foot and via all forms of available personal and public transport.
- ◀ Be a large, central venue/spectator orientated indoor venue for indoor sports, such as netball and basketball (wheelchair/able bodied) plus cultural events/activities.
- ◀ Provide a larger water area to meet unmet existing demand as evidenced by strategy consultation and future demand from the Borough's growing population
- ◀ Provide extensive fitness and studio provision
- ◀ Provide relevant social, catering and ancillary facilities and adequate car parking, bicycle and pram/buggy storage

Suggested core provision

- | | |
|-------------------------------------|--|
| ◀ 10 court sports hall | ◀ Four dance/multi-purpose studios. |
| ◀ 4 court event hall | ◀ Martial arts dojo |
| ◀ 10 lane x 25m pool | ◀ 4 squash courts |
| ◀ 13m x 20m learner pool | ◀ Meeting rooms |
| ◀ Splash pool | ◀ Soft play |
| ◀ Minimum 150 station fitness suite | ◀ Café |
| ◀ Spin studio | ◀ High quality wet/dry changing facilities |

Consider whether, as part of this process, there may be an opportunity to accommodate the facility aspirations of partners/agencies such as SportsAble, the Windsor Club and the Phoenix Gymnastics Club via some form of joint provision or partnership based development.

Recommendation No.3 – specialist sports provision

RBWM will work closely with key local clubs to develop/improve specialist sports facilities to meet local need. Specifically, these include:

- ◀ Phoenix Gymnastics Club (3a)
- ◀ The Windsor Club (3b)
- ◀ SportsAble (3c)
- ◀ Thames Valley Athletic Club (e)

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INDOOR SPORT AND LEISURE FACILITY STRATEGY 2016 - 2021

3a Gymnastics

Work with Phoenix Gymnastics Club to find an affordable venue of appropriate quality at which it can effectively accommodate permanent fixed equipment and associated club facilities. Development of a dedicated facility will be strategically backed and possibly financially supported by British Gymnastics.

3b: The Windsor Club

Work with the Windsor Club to find an affordable site at which it can effectively develop health and fitness facilities, squash courts and ancillary social provision to enable it to develop and function as a successful club.

3c: SportsAble

Work in partnership with SportsAble to assess the feasibility of and, as applicable, facilitate development of additional sports facilities for disabled athletes and create a successful business model.

Concurrently (in tandem with Recommendation No 2) consider whether and how a replacement facility for the Magnet Leisure Centre might be able to integrate with and/or affordably service some of the Club's facility needs.

3d Thames Valley Athletic Club

Continue to support the Trust operating the TVAC to maintain and improve it as a centre for indoor and outdoor athletics plus squash. In so doing, work with its management team to identify new facilities that would help enhance its vibrancy and sustainability as a multi-functional sports club.

Recommendation No.4 – new housing provision and other built development

Alongside planning applications for new housing and other built development investigate opportunities for new and improved sports provision (indoor and outdoor) to be funded through the Community Infrastructure Levy (CIL) or specific planning agreements.

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