



# DERBYSHIRE DALES INDOOR AND BUILT FACILITIES NEEDS ASSESSMENT

**MARCH 2017**

Quality, Integrity, Professionalism

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# DERBYSHIRE DALES DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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## CONTENTS

SECTION 1: INTRODUCTION.....	4
SECTION 2: BACKGROUND .....	8
SECTION 3: INDOOR SPORTS FACILITIES ASSESSMENT APPROACH .....	24
SECTION 4: SPORTS HALLS .....	26
4.1 Supply .....	26
4.2 Facilities Planning Model.....	31
4.3 Demand .....	34
4.4 Supply and demand analysis.....	38
4.5 Summary of key facts and issues.....	39
PART 5: SWIMMING POOLS .....	40
5.1 Supply .....	40
5.1 Sport England Facilities Planning Model (FPM).....	40
5.3 Demand .....	46
5.4 Supply and demand analysis.....	48
5.6 Summary of key facts.....	49
SECTION 6: HEALTH AND FITNESS FACILITIES.....	51
6.1: Supply .....	51
6.2: Demand .....	55
6.3: Supply and demand analysis.....	58
6.4 Summary of key facts and issues.....	58
SECTION 7: OTHER SPORTS.....	60
7.1 Climbing Wall .....	60
SECTION 9 SWOT ANALYSIS.....	62
9.1 Strengths.....	62
9.2: Weaknesses.....	62
9.4: Threats.....	63
9.5: Strategic drivers .....	63

# DERBYSHIRE DALES DISTRICT COUNCIL

## INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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### SECTION 1: INTRODUCTION

#### 1.1 Background

Knight, Kavanagh & Page Ltd (KKP) was appointed by Derbyshire Dales District Council (DDDC) to undertake an assessment of open spaces, playing pitches and formal indoor sports facility needs in the District, in order to assist it to strategically plan for the future. This draft report provides a detailed assessment of current provision of indoor and built sports facilities, identifying needs and gaps in provision.

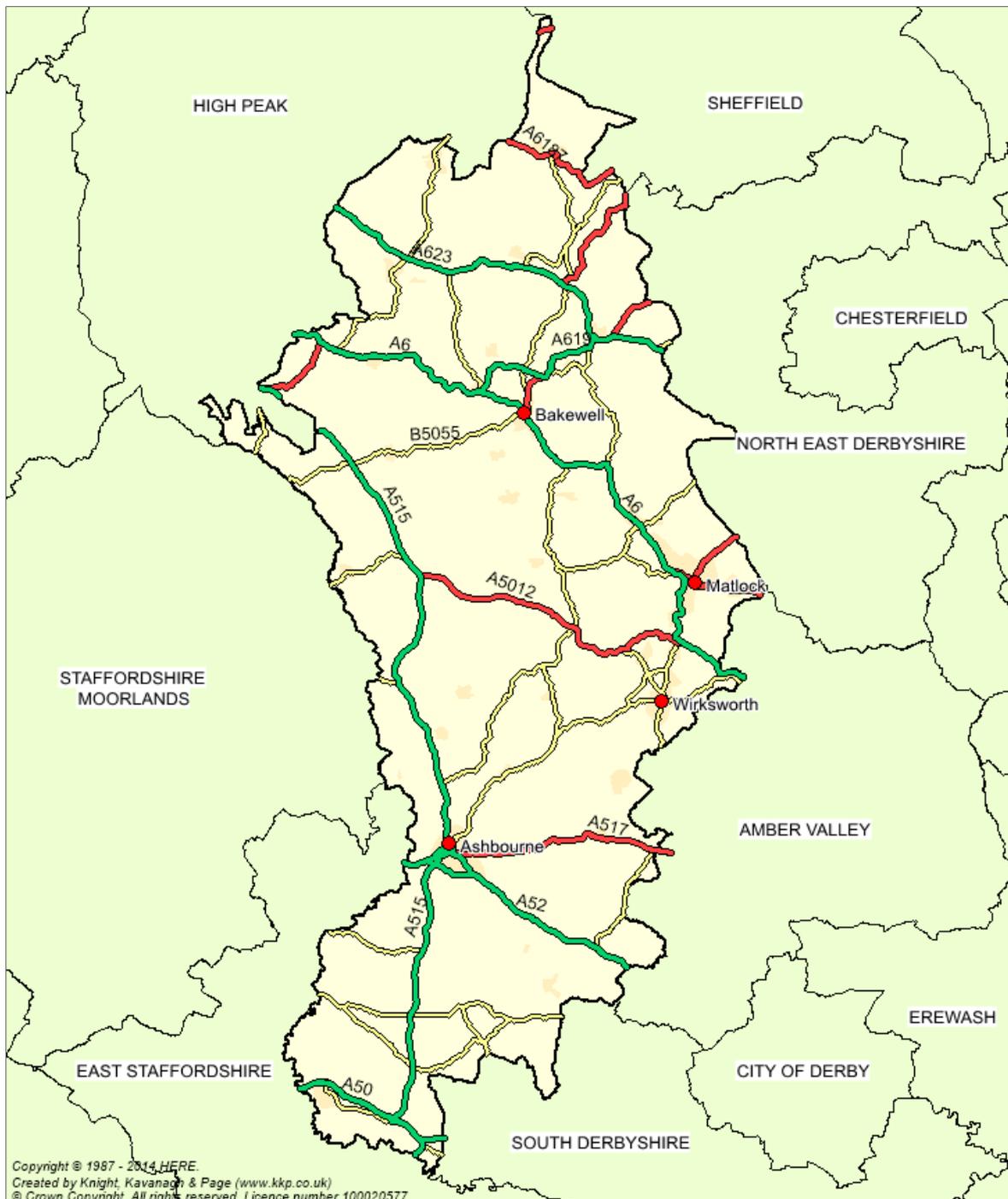
Derbyshire Dales has a resident population of 71,145. The area is a 'Mainly Rural' District defined in the 2011 Rural - Urban Classification for Local Authorities as a district where more than 80% of the population lives in rural areas (DEFRA, 2013). The area includes attractive countryside interspersed with a large number of villages and hamlets.

Figure 1.1 identifies the three main settlements of Ashbourne, Matlock and Wirksworth. These towns act as service centres to wide rural hinterlands and are home to 47% of the total population, whilst 29% live within large villages and the remaining 24% are scattered among the rural parishes in small villages and hamlets. The District is interspersed with a number of A roads, with the A515 running from North to South and A6 running from the North West through the centre.

Derbyshire Dales is surrounded by six other local authorities including High Peak, Sheffield, North East Derbyshire, Amber Valley, South Derbyshire and Staffordshire Moorlands. These districts also have significant rural areas (with little or no population) which adjoin Derbyshire Dales.

# DERBYSHIRE DALES DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Figure 1.1 Map with main roads and settlements



## 1.2 Scope of the project

This report provides detail as to what exists in the District, its condition, location, availability and overall quality. It considers the demand for facilities based on population distribution, planned growth and taking into consideration health and economic deprivation. The facilities covered include sports halls, swimming pools, health and fitness, studios and village halls.

# DERBYSHIRE DALES DISTRICT COUNCIL

## INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

---

In delivering this report KKP has:

- ◀ Individually audited identified, sports halls (conventional i.e. 3+ court halls as per Sport England definitions), swimming pools (minimum length 20m), health and fitness facilities (including, within reason, dance studios) and squash courts (public, private and voluntary sector owned/managed).
- ◀ Analysed the supply and demand of facilities to identify gaps in provision and opportunities for improved provision.
- ◀ Sought to ensure that delivery of leisure facilities is undertaken with full reference to the corporate strategies of the Council and other relevant strategic influences.
- ◀ Identified areas of good practice, gaps in provision and opportunities for improved service in order to drive up participation levels.

This factual report provides a quantitative and qualitative audit based assessment of the facilities identified above. It provides a robust, up-to-date assessment of need for swimming pools, sports halls, health and fitness and examines opportunities for new, enhanced and rationalised provision. Specific deficiencies and surpluses are identified to inform the provision required. The specific objectives of this audit and assessment are to:

- ◀ Identify local needs and quantify levels of demand
- ◀ Audit existing facility provision.

The specific tasks addressed within the study include:

- ◀ A review of relevant Council strategies, plans, reports, corporate objectives.
- ◀ A review of the local, regional and national strategic context.
- ◀ Analysis of the demographics of the local population.
- ◀ Consideration of potential participation rates and modelling of likely demand.
- ◀ Audit of indoor facilities provided by public, private, voluntary and education sectors.
- ◀ Supply and demand analysis.
- ◀ Analysis of the balance between supply of and demand for sports facilities and identification of potential under and over-provision.
- ◀ Identification of key issues to address in the future provision of indoor sports facilities.
- ◀ Analysis of new provision required based on four different scenarios of housing growth.

### 1.3 Report structure

The Royal Town Planning Institute (RTPI) in a new report entitled '*Strategic Planning: Effective Co-operation for Planning Across Boundaries (2015)*' puts the case for strategic planning based on six general principles:

- ◀ Have focus
- ◀ Be genuinely strategic
- ◀ Be spatial
- ◀ Be collaborative
- ◀ Have strong leadership and
- ◀ Be accountable to local electorates.

# DERBYSHIRE DALES DISTRICT COUNCIL

## INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

---

In the preparation of this report, KKP has paid due regard to these strategic principles and it is, as a consequence, structured as follows:

- ◀ Section 2 - a review of background policy documentation at national, regional and local levels and a profile of the population and socio-demographic characteristics of the District.
- ◀ Section 3 - description of methodology employed to review indoor provision.
- ◀ Section 4 - review of sports hall provision.
- ◀ Section 5 - review of swimming pool provision.
- ◀ Section 6 - review of health and fitness provision.
- ◀ Section 7 - review of other significant indoor sports
- ◀ Section 8 - identification of strengths, weaknesses, opportunities and threats (SWOT analysis)

# DERBYSHIRE DALES DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

## SECTION 2: BACKGROUND

### 2.1 National context

Sport England aims to ensure positive planning for sport, enabling the right facilities to be provided in the right places, based on up to date assessment of need for all levels of sport and all sectors of the community. This draft assessment report has been produced for the District Council applying the principles and tools identified in the Sport England Guide 'Assessing Needs and Opportunities for Indoor and Outdoor Sports Facilities' (ANOG).

Figure 2.1: ANOG model



As illustrated, Sport England regards an assessment of need as core to the planning for sporting provision. This report reviews indoor and built sporting facility needs in Derbyshire Dales and provides a basis for future strategic planning.

### ***Sporting Future: A new strategy for an active nation***

A Government strategy for sport was released in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ◀ More people taking part in sport and physical activity.
- ◀ More people volunteering in sport.
- ◀ More people experiencing live sport.
- ◀ Maximising international sporting success.
- ◀ Maximising domestic sporting success.
- ◀ A more productive sport sector.
- ◀ A more financially and organisationally sustainable sport sector.
- ◀ A more responsible sport sector.

# DERBYSHIRE DALES DISTRICT COUNCIL

## INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

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### ***Towards an Active Nation***

Sport England has recently released (2016) its new five year strategy 'Towards an Active Nation'. The aim is to target the 28% of people who do less than 30 minutes of exercise each week and will focus on the least active groups; typically women, the disabled and people from lower socio-economic backgrounds.

Sport England will invest up to £30m on a plan to increase the number of volunteers in grassroots sport. Emphasis will be on working with a larger range of partners with less money being directed towards National Governing Bodies.

The Strategy will help deliver against the five health, social and economic outcomes set out in the Government's Sporting Future strategy which are:

- ◀ Physical Wellbeing
- ◀ Mental Wellbeing
- ◀ Individual Development
- ◀ Social & Community Development
- ◀ Economic Development

Although formal sport has a role to play in delivering the new Sport England strategy it may, at times, be forced to give way to informal physical activity opportunities delivered by national and local agencies.

### ***National Planning Policy Framework 2012***

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities. It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies the need to focus on three themes of sustainable development:

- ◀ Economic
- ◀ Social
- ◀ Environmental

A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that local plans should meet objectively assessed needs. It is clear about the sport's role delivering sustainable communities through promoting health and well-being. Sport England, working within the provisions of the NPPF, wishes to see local planning policy protect, enhance and provide for sports facilities based on robust and up-to-date assessments of need, as well as helping to realise the wider benefits that participation in sport can bring.

The 'promoting healthy communities' theme identifies that planning policies should be based on robust, up-to-date assessments of need for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative and qualitative deficiencies and surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

# DERBYSHIRE DALES DISTRICT COUNCIL

## INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

---

### ***Economic value of sport to the nation***

Sport, leisure, recreation and culture are all important economic drivers. In 2010, sport and sport-related activity contributed £20.3 billion to the English economy; 1.9% of the England total. The contribution to employment is even greater with sport and sport-related activity estimated to support over 400,000 full-time equivalent jobs, 2.3% of all jobs in England.

Volunteering in sport, and the health benefits derived, also have an impact on the economy. The estimated economic value of sport-related volunteering is £2.7 billion. The annual value of health benefits from people taking part in sport is estimated at £11.2 billion.

Benefits of sport include the well-being/happiness of individuals taking part, improved health and education, reduced youth crime, environmental benefits, regeneration and community development, and to the individual and wider society through volunteering. Consumption of sport benefits include the well-being/ happiness of spectators, and the national pride/feel good factor derived from sporting success/ achievement.

Participation in sport can contribute to reductions in crime and anti-social behaviour, particularly among young people. It can also have a net impact on the environment; where, for example, more people are encouraged to walk and cycle, emissions and congestion can reduce. In summary, sport provides a range of economic and health benefits to the Midlands region, Derbyshire Dales and its local resident population and helps to provide jobs and opportunities to spectate and participate in physical activity.

### ***Public Health England: Everybody Active, Everyday***

In October 2014 Public Health England (PHE) produced its plan to tackle low activity levels across the country. Along with making the case for physical activity, this identifies four areas where measures need to be taken at a national and local level:

- ◀ Active society: creating a social movement, shifting social norms so that physical activity becomes a routine part of daily life.
- ◀ Moving professionals: activating networks of expertise. Making every contact with the health sector count to push the 'active' message and to deliver the message through other sectors including education, sports and leisure, transport and planning.
- ◀ Active environments: creating the right spaces. Making available and accessible appropriate environments that encourage people to be active every day.
- ◀ Moving at scale: scaling up interventions that make us active. Maximising existing assets that enable communities to be active.

### ***Investment in school sport***

The Government 2013 Primary PE and Sport Premium fund of £150 million per annum provided two years of investment in school sport. Supported by the Government's Education, Health and DCMS departments, funds went directly into the hands of primary school head teachers for them to spend on sport. Its four objectives were to:

- ◀ Improve the quality of existing PE teaching through continuing professional learning in PE for generalists, so that all primary pupils improve their health, skills and physical literacy and have a broader exposure to a range of sports.

# DERBYSHIRE DALES DISTRICT COUNCIL

## INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

- ◀ Increase participation levels in competitive sports and healthy activity of pupils and maintain these into adolescence
- ◀ Increase the quality of initial teacher training in PE and sport, and to promote PE specialisation in primary level workforce.
- ◀ Ensure that schools understand and value the benefits of high quality PE and sport, including its use as a tool for whole school improvement.

In 2015-16 schools with 16 or fewer eligible pupils receive £500 per pupil while those with 17 or more receive £8,000 plus a payment of £5 per head. Research into Primary Sport Premium Fund spending has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While this may cease in its present form it appears likely that the allocation of funds generated via the proposed 'Sugar Tax' will continue to fund school sport at some level moving forward.

### ***Priority School Building Programme (PSBP)***

This is a centrally managed programme set up to address the needs of the schools most in need of urgent repair. Through it, 261 schools will be re-built between 2014 and 2017.

### ***Summary of national context***

Engaging all residents in physical activity is a high priority. It is acknowledged that regular sport and recreational activity plays a key role in facilitating improved health and wellbeing. Ensuring an adequate supply of suitable facilities to meet local need is a requirement of the planning system and is in line with national policy recommendations.

## **2.2 Local context**

### ***Corporate Plan 2015-2019***

The priorities of the Corporate Plan are for a thriving district focusing on:

<b>Priorities</b>	<b>Specific aims</b>
<b>Business growth and job creation</b>	Help new businesses to start Help existing businesses to grow Promote key development sites in/around towns
<b>Affordable housing</b>	Identify and deliver new affordable housing sites Improve housing for vulnerable people
<b>Market towns</b>	Reviving stall markets Seeking public realm improvements

The vision for DDDC is for a distinctive, high quality rural environment with:

- ◀ People of all ages who are healthy and safe.
- ◀ High-wage, high-skill jobs.
- ◀ Affordable, decent homes for local people.
- ◀ Towns and villages that offer a high quality of life.

# DERBYSHIRE DALES DISTRICT COUNCIL

## INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

---

Its Values include:

- ◀ The distinctiveness of communities, businesses and residents.
- ◀ Working in partnership to provide affordable, quality services.
- ◀ Its employees.
- ◀ Teamwork, working together and across the organisation.
- ◀ Creative thinking and ambition.

In supporting its values:

- ◀ The Council will be open and transparent when making decisions and will use public resources ethically and responsibly.
- ◀ Will behave with integrity, courtesy and respect, listening and responding to the very best of its abilities and treating everybody fairly, and by encouraging Members and staff to deliver improvements through their own personal development

### ***Derbyshire Dales Local Plan (DDL P) 2013-2033***

The Derbyshire Dales Local Plan has been prepared (2016) working closely with partner organisations, including the Peak District National Park Authority (PDNPA), local communities and agencies, and following consultation with local communities across the plan area. In preparing the Local Plan consideration has also been given to the plans and strategies of neighbouring authorities, along with other plans which will ultimately form part of the Development Plan for the Derbyshire Dales.

The DDL P sets out the overall vision, objectives, and policies for the future development of the parts of the Derbyshire Dales that lie outside the Peak District National Park. The Plan seeks to address needs, especially for housing and economic development, while ensuring that the very special qualities of the District's environment (both natural and built) are conserved and where possible enhanced. Strategies and policies of particular importance are the Peak District National Park Authority (PDNPA) core strategy and the General Spatial Policy that restricts development.

### ***Derbyshire Physical Activity and Sport Strategy 2016 – 2021***

Towards an Active Derbyshire seeks to achieve the vision of more people in Derbyshire engaged in physical activity and sport, with the ambition of engaging an additional 50,000 people in active lives by 2021. Derbyshire Sport is seeking a cultural transformation to 'turn the tide' of inactivity by providing choice, motivation and support in a co-ordinated way to change the behaviour of inactive groups by engaging them in physical activity and sport.

This will be achieved by prioritising:

- ◀ Supporting the inactive to become active.
- ◀ Ensuring that people are supported and encouraged to engage in sport.
- ◀ Helping to keep people engaged in physical activity and sport throughout their lives.
- ◀ Addressing the inequalities in physical activity and sport engagement with a focus on:
  - ◀ Women and girls.
  - ◀ People from lower socio-economic groups.
  - ◀ Young people aged 5 –18 years old.

# DERBYSHIRE DALES DISTRICT COUNCIL

## INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

---

The outcomes of this Strategy will be:

- ◀ People in Derbyshire will be happier and healthier because of the active lives they lead, with physical activity and sport playing a central role.
- ◀ They will have improved physical and mental well-being, and enhanced individual development. People will have a strong belief in their own ability to succeed and in their capability to accomplish their personal goals.
- ◀ Derbyshire's communities will be stronger and safer because physical activity and sport will play a bigger part in enhancing relationships and social networks within communities. People will have the opportunity to access healthy environments where the active choice is the easiest choice.
- ◀ Derbyshire will be more prosperous because of its healthy, active and productive workforce, and because of the growing role that physical activity and sport play in the economy.

### ***Derbyshire Dales Health and wellbeing Strategy 2015-17***

The Health and Wellbeing Board adopted the initial countywide Health and Wellbeing Strategy priorities set out above. These priorities were refreshed in 2015 and a draft revised countywide Strategy has been produced for consideration by Chief Executives. The priorities listed in the amended Strategy are:

- ◀ Keep people healthy and independent in their own home.
- ◀ Build social capital.
- ◀ Create healthy communities.
- ◀ Support the emotional health and wellbeing of children and young people.

### *Local Priorities*

Taking into account the approaches outlined in both the original and the refreshed Derbyshire Health and Wellbeing Strategies, DDDC also has general priorities to help steer the ways in which it wishes to develop and offer services. Its broad objectives are to improve the general health of all the population and to reduce health inequalities across the District.

The first of these objectives is considered to be largely addressed through its general leisure provision, particularly at the four leisure centres in Ashbourne, Bakewell, Matlock and Wirksworth and is effectively part of the core service offered by the District Council. The main purpose of this Strategy is to focus some of the other, less obviously dedicated resources to addressing its broad objectives.

Community Development is an important area of work for the Council and DDDC is looking at how it can work with the voluntary sector and with communities themselves to improve access to wellbeing services. To help DDDC, in developing this focus, it has set three specific priorities for the work to be covered during the period of this Strategy:

- ◀ To improve wellbeing in areas of disadvantage.
- ◀ To improve the wellbeing of vulnerable groups.
- ◀ To tackle wellbeing challenges associated with rurality.

# DERBYSHIRE DALES DISTRICT COUNCIL

## INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

---

### **Summary of local context**

There is a real focus on improving quality of life and keeping people healthy in Derbyshire Dales. The core message running through local strategies is:

- ◀ Improving the quality of life of all local residents.
- ◀ Reducing health inequalities by improving wellbeing in areas of disadvantage.
- ◀ Tackling wellbeing challenges associated with rurality.
- ◀ Improving levels of inactivity.

Increases in sport and physical activity (and, therefore, positive contribution to the health and wellbeing agenda) will only be achieved via targeting increasingly scarce resources. It is essential that partnership agencies understand the opportunity and importance of indoor sports halls, swimming pools and health and fitness venues. It will, therefore, be necessary to ensure that they are accessible and available to the community and that the 'offer' is developed based on the needs of local communities.

### **2.3 Demographic profile**

The following overview briefly summarises key facts about Derbyshire Dale's population. Data is taken from nationally recognised sources such as the Office for National Statistics, NOMIS, Sport England and Experian.

#### **Population and distribution**

The total population of the District is 71,145<sup>1</sup> and as can be seen in Figure 2.2 is very sparsely distributed throughout.

#### **Age structure and ethnicity**

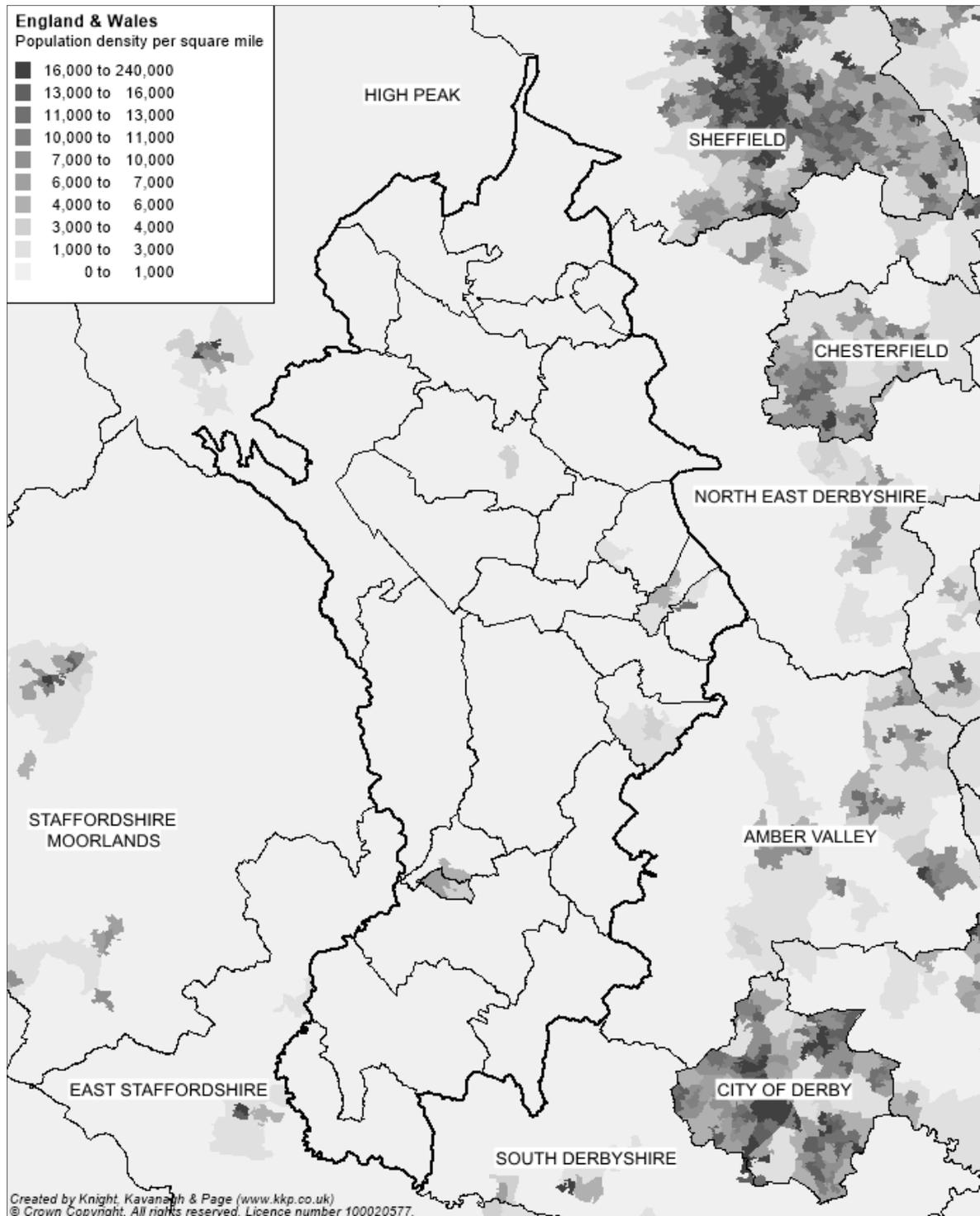
There are differences in the age structure of Derbyshire Dales' population from that of the region; the main ones being slightly higher proportions of people aged 60-74 (Derbyshire Dales equates to 21.9% with the East Midlands having 18.0%). There are lower proportions of people aged 20-39 (Derbyshire Dales with 16.7% and East Midlands with 21.9%). Further, the ethnic composition varies significantly from that of the national averages with 98.6% classified as White in Derbyshire Dales compared with 85.4%; 0.7% are Mixed compared with 2.3% and 0.6% are Asian compared with a national average of 7.8%.

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<sup>1</sup> Source: ONS 2015 Mid Year Estimate

# DERBYSHIRE DALES DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Figure 2.2: Population density (2014 MYE): Derbyshire Dales and surrounding districts



# DERBYSHIRE DALES DISTRICT COUNCIL INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

## Deprivation and ill health

Relative to the national population Derbyshire Dales experiences low levels of deprivation (1.3%) compared to a national average of 30%, nationally. Conversely, however, 51.5% are within the three least deprived groups (nationally this is 30%).

Health problems appear to be similarly low with health deprivation better than the national average. This is indicated in figures 2.3 and 2.4

Figure 2.3: Index of multiple deprivation

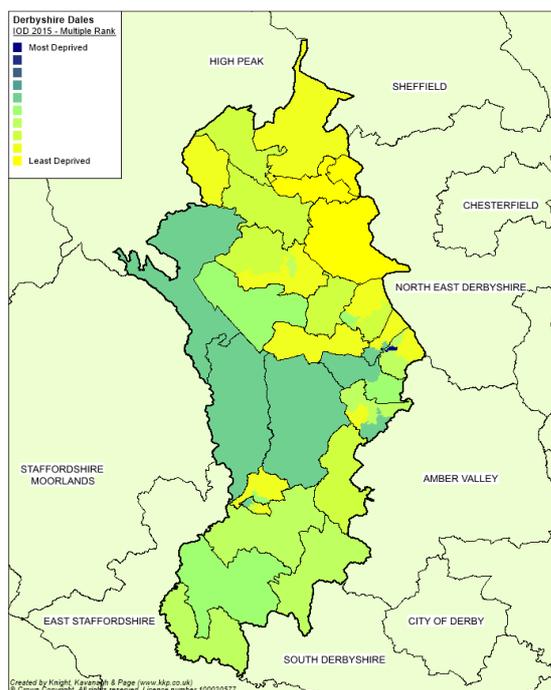
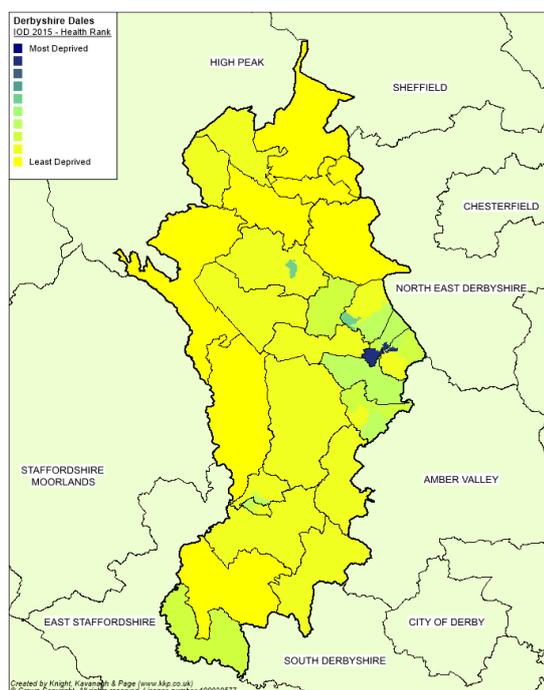


Figure 2.4: IMD Health domain



The IoD<sup>2</sup> points identifies health deprivation of 4.1% falling in the most deprived (three worst) cohorts based on health measures when a national equivalent would be 30%. Unlike the overall measure of deprivation, however, 68.7% of the population is in the best three cohorts for health. The similar incidence of health deprivation is most easily seen by comparing the lighter areas in figures 2.3 and 2.4

Avoidable ill health cost to the NHS in Derbyshire Dales (due to physical inactivity) is estimated to be £1.0m; this is 15.9% and 13.2% below the respective national and regional averages (per 100,000).

## Obesity and health

Adult obesity (20.5%) is lower than the national (24.0%) average and lower than the regional (25.5%) average. Avoidable ill health cost to the NHS in Derbyshire Dales (due to physical inactivity) is estimated to be in total £1.0m. The cost per 100,000 of the population Derbyshire Dales is 15.9% and 13.2% above the respective national and regional averages.

<sup>2</sup> Index of Deprivation 2015 (Department for Communities & Local Government)

# DERBYSHIRE DALES DISTRICT COUNCIL

## INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

---

It is important to note that these figures are for the whole of the Derbyshire Dales primary care organisation which is made up of eight local authorities (Amber Valley, Bolsover, Chesterfield, Derbyshire Dales, Erewash, North East Derbyshire, South Derbyshire and part of High Peak).

### **Crime** (*Data source: 2016 Recorded Crime, Home Office*)

During the 12 months to June 2016, recorded crime (per 1,000 persons) in Derbyshire Dales was 31.0 compared to an equivalent rate of 67.3 for England and Wales. Since 2014, the crime rate (in Derbyshire Dales) has decreased by c.3.5% while nationally (England and Wales) it has increased by c.12.6%.

### **Economic impact and value**

Sport plays a significant role in the economy both nationally and locally; whether it is via participation, purchasing of sportswear and sports equipment, gambling, volunteering or attending events. SE's economic impact model shows an overall impact of £16.21m (£23.5m participation, £7.3m non-participation related) in Derbyshire Dales.

### **Economic activity and earnings** (*Source = NOMIS*):

- ◀ Unemployment (2.0%) is below both the national rate (5.1%) and the regional average (4.2%)
- ◀ Earnings are 4.2% above national and 11.0% above regional averages.

### **Active People Survey**

Active People is the largest survey of sport and active recreation in Europe and is in its ninth year (APS9 October 2014 – 2015). It collects data on the type, duration, frequency and intensity of adult participation by type of sport, recreation and cultural activity. APS also covers volunteering, club membership, tuition and overall satisfaction with sports provision.

Table 2.3 shows key indicators from APS 9 for Derbyshire Dales and compares these to the corresponding rates for the East Midlands, England and statistical 'nearest neighbours' (based on socio-economic indicators such as unemployment rates, tax base per head of population, council tax bands and mortality ratios). Key findings include:

- ◀ Participation – just under a third (32.7%) of adults participated in at least 1 x 30 minutes moderate intensity sport per week. This was below the national (35.8%) and regional averages (34.5%) but was above all but two of its 'nearest neighbours' which ranged from 33.4% to 40.5%.
- ◀ Sports club membership - just under one in five (19.1%) are members of a sports club, based on the four weeks prior to the APS. This is below both the national average (21.8%) and the regional rate (20.4%); it is also below all but one of its 'nearest neighbours'.
- ◀ Sports tuition – approximately, one in six (17.2%) received sports tuition during the 12 months prior to the APS. This was significantly above the regional average (13.9%) and above the national average (15.6%). It is also above two of its 'nearest neighbours'.
- ◀ Competitive Sport – around one in eight (12.0%) took part in organised competitive sport during the 12 months prior to the APS. This was just below both the regional (12.7%) and national averages (13.3%). It was also below all of its 'nearest neighbours'.

# DERBYSHIRE DALES DISTRICT COUNCIL

## INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

Table 2.3: Active People Survey for all adults – Derbyshire Dales and nearest neighbours

KPI	National %	East Midlands %	Derbyshire Dales %	Nearest neighbours			
				Ryedale %	Hambleton %	Craven %	Cotswold %
<i>1x30 Indicator - Participation in 30 minutes moderate intensity sport per week.</i>							
2014/15	35.8%	34.5%	<b>32.7%</b>	32.7%	35.7%	33.4%	40.5%
<i>KPI 2 - At least 1 hour per week volunteering to support sport.*</i>							
2014/15	12.7%	11.8%	*	*	*	*	*
<i>KPI 3 - Club membership in the last 4 weeks.</i>							
2014/15	21.8%	20.4%	<b>19.1%</b>	16.7%	23.3%	20.5%	21.6%
<i>KPI 4 - Received tuition / coaching in last 12 months.</i>							
2014/15	15.6%	13.9%	<b>17.2%</b>	13.8%	18.2%	10.7%	18.8%
<i>KPI 5 - Taken part in organised competitive sport in last 12 months.</i>							
2014/15	13.3%	12.7%	<b>12.0%</b>	14.0%	13.6%	15.8%	18.3%

\* Data unavailable, the question was not asked, or the sample size was insufficient.

# nearest neighbour's data shown in table 4 is based on CIPFA Nearest Neighbours 2014/15.

### The most popular sports

The Active People survey and SE segmentation also makes it possible to identify the top sports within Derbyshire Dales. Table 2.4 indicates that, as with many other areas, cycling, swimming and going to the gym are among the most popular activities and are known to cut across age groups and gender. Approximately one in nine adults in the district go swimming, with slightly fewer taking part in cycling at least once a month (on average). The next most popular activity is going to the gym; which 7.70% of adults do on a relatively regular basis.

Table 2.4: Most popular sports in Derbyshire Dales (Source: Active People Survey)

Sport	Derbyshire Dales		East Midlands		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Swimming	6.2	11.0%	333.2	8.9%	4,132.7	9.5%
Cycling	5.9	10.5%	340.2	9.1%	3,771.8	8.7%
Gym Session	4.3	7.7%	392.1	10.5%	4,850.4	11.2%

Data from APS 9<sup>3</sup> – available through Active People Interactive

Table 2.4 indicates further that swimming and cycling participation rates are above the regional and national averages. Going to the gym, however, is less popular in Derbyshire Dales than that found in the wider East Midlands and nationally. It should be noted that whilst the APS is an indicator of participation and physical activity the authority wide figures are based on a small sample size (500 residents).

<sup>3</sup> Although APS 10 has been carried out the local sports profiles are not yet available hence why APS 9 is referred to.

# DERBYSHIRE DALES DISTRICT COUNCIL

## INDOOR AND BUILT FACILITIES DRAFT NEEDS ASSESSMENT

### Sporting segmentation *(Data source: Market segmentation, Sport England)*

Sport England has classified the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. The profiles cover a wide range of characteristics, from gender and age to the sports that people in Derbyshire Dales indicates that they want to take part in.

Knowing which segments are most dominant in the local population is important as it can help direct provision and programming.

Table 2.5: Sport England market segmentation – Three main groups in Derbyshire Dales

Segment, description and its top three sports nationally				
Settling Down Males	Tim		6,627	Derbyshire Dales
Sporty male professionals (aged 26-45), buying a house and settling down with partner.			11.91%	East Midlands
Cycling (21%)	Keep fit/gym (20%)	Swimming (15%)	8.83%	England
Comfortable Mid-Life Males	Philip		6,051	Derbyshire Dales
Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.			10.88%	East Midlands
Cycling (16%)	Keep fit/gym (15%)	Swimming (12%)	8.65%	England
Comfortable Retired Couples	Ralph & Phyllis		5,911	Derbyshire Dales
Retired couples (aged 66+), enjoying active and comfortable lives.			10.63%	East Midlands
Keep fit/gym (10%)	Swimming (9%)	Golf (7%)	4.22%	England

Table 2.5 indicates that Tim, Philip and Ralph & Phyllis are the three dominant groups, representing 33.4% (18,589) of the adult population, compared to 21.7% nationally. All of these groups identify that they like keep fit, going to the gym and swimming. Tim (settling down sporty males) also identifies that cycling is the number one activity, as does Philip (mid-life professional sporty male with older children). Ralph and Phyllis (retired couples enjoying active and comfortable lives) differ from Tim and Philip, in that they prefer golf to cycling.

Whilst the needs of smaller segments should not be ignored, it is important for Derbyshire Dales to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

### Mosaic *(Data source: 2014 Mosaic analysis, Experian)*

Mosaic 2015 is a similar consumer segmentation product and classifies all 25.2 million households into 15 groups, 66 household types and 238 segments. This data can be used to paint a picture of UK consumers in terms of their social-demographics, lifestyles, culture and behaviour and tends to be used to draw out population characteristics for the backdrop to library usage and other non-sporting activities. Mosaic (2016) segmentation data indicates that over two thirds (68.1%) of Derbyshire Dales' population fall into only four Experian 'groups', compared to 29.1% nationally (for the same groups):