

North Norfolk District Indoor Leisure Facilities Strategy

Executive Summary

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Executive Summary

1. This executive summary is intended to be read in conjunction with the North Norfolk District Indoor Leisure Facilities Strategy, which, together with its four appendices as follows, comprise the final report:
 - Appendix 1 Key Documents Review
 - Appendix 2 Population and Participation Context
 - Appendix 3 Audit and Assessment Report
 - Appendix 4 Findings from Site visits and Consultation Events
2. The overall study was prepared in accordance with the advice produced by Sport England in 'Assessing needs and opportunities guide for indoor and outdoor sports facilities - How to undertake and apply needs assessments for sports facilities'. The full strategy highlights the major findings of the audit and assessment of need, and is a robust, fully justified document based on a comprehensive assessment of the circumstances that apply to the North Norfolk area in 2014/15.
3. The strategy overall is intended to be a plan for the district as a whole, and takes into account the full range of indoor sports facilities, in whatever ownership, tenure and management they currently exist. It is not a document for the DC alone, though the Council produced the brief, managed the process and will be a key player in its implementation.
4. This executive summary sets out the main recommendations from naa consultants, with a costed and prioritised action plan for its implementation. Details of how the document can be put into action, monitored and reviewed are set out in the main strategy.
5. As a strategic document, it does not purport to make specific proposals where these require additional feasibility, and it is to be hoped that this further stage will be taken on board by NNDC and others.
6. The recommendations are categorized under the headings of 'Protect', 'Enhance' and 'Provide', as recommended by Sport England in the ANOG guidance. These categories are not mutually exclusive and some options will sit comfortably both within 'Enhance' and 'Provide' for example. The focus of the strategy is more about:
 - Protection of what already exists – because there is an identified need and demand (PROTECT);
 - Enhancement and making more effective use of the existing sports facilities. This is by strategic management and intervention to work with all providers in partnership. Do this so as to ensure that opportunities to work collaboratively are taken and the opportunities for community use are maximized (ENHANCE)
 - New provision of facilities is much less of a focus, in large part because of the needs assessment finding that there is not a considerable amount of new provision identified (PROVIDE).

7. The suggested recommendations for delivery of the strategy and what could be done under each of these headings are set out in the summary below, and include generic recommendations that apply across the district, and others relating to specific sports facility types.

Strategy Recommendations and Action Plan

| | Recommendation | Priority | Timescale | Main partners | Budget capital cost |
|---------------------|--|----------|-----------|-----------------------------------|---|
| GENERIC (G) | | | | | |
| PROTECT | G1 Develop a forum for all providers and operators of sports facilities to meet as a group and better understand the roles of each provider and share information | High | Short | NNDC, leisure operators | Nil |
| PROTECT AND ENHANCE | G2 Review the differing approaches on access to education based sports facilities for community use so as to develop a more cohesive approach for community use and maximize the opportunities for community use (relates to G1) | High | Short | Schools, academies, NNDC | Nil |
| ENHANCE AND PROVIDE | G3 Develop the sports hub concept at Cromer (also relates to recommendation SH2) | Medium | Medium | Cromer LTSC, NNDC, Cromer Academy | £1.45m plus improvements to existing facilities on site (pool, and sports hall, changing) |
| SPORTS HALLS | | | | | |
| ENHANCE | SH1 Determine how the District Council separately managed and operated Cromer Sports Centre, North Walsham Sports and Stalham Sports Centre can become part of the overall sports hall provision across the district. | Medium | Short | NNDC, Places for People | Nil |
| PROVIDE | SH2 Consider the provision of a new sports halls (or a large flexible indoor sports space such as a studio) in both Sheringham and Wells | Low | Long | Schools, NNDC | 1 court £855k 2 court £975k |

| | Recommendation | Priority | Timescale | Main partners | Budget capital cost |
|---------------------------|---|----------|-----------|---|---|
| SWIMMING POOLS | | | | | |
| PROTECT | SP1 Maintain a review on the existing supply of swimming pools to meet demand for community use up to 2026 and beyond. | High | Short | NNDC | Nil |
| ENHANCE /PROVIDE | SP2 investigate the scope to (re) provide a swimming pool in Fakenham by the re-opening of the Fakenham Academy swimming pool, to provide for learn to swim programmes and potentially wider community use. | High | Medium | Fakenham SPAG, NNDC, Places for People, ASA | Subject to feasibility but say £500k for improvement, |
| ENHANCE /PROVIDE | SP3 Maintain the provision of swimming in the Sheringham area by replacing or modernising the Splash Centre swimming pool | High | Short | NNDC. Places for People | New build £4.7m Modernise subject to feasibility say £3m |
| HEALTH AND FITNESS | | | | | |
| MAINTAIN AND ENHANCE | HF1 Maintain the existing supply of health and fitness venues in the District and promote enhancement of the quality of the venues | Medium | Ongoing | Leisure operators, including NNDC | Nil |
| STUDIOS | | | | | |
| PROVIDE | S1 Consider the scope for studios as part of new development projects at Alderman Peel School, and Sheringham High School/ Splash Centre. | Medium | Medium | Schools, NNDC | £135k each |
| SQUASH | | | | | |
| ENHANCE | SQ1 Consider enhancement of the squash courts at Gresham's School and negotiate increased access for community use through North Norfolk Squash Club | Medium | Medium | Squash clubs/operators, Gresham's School | £50k |

| Recommendation | Priority | Timescale | Main partners | Budget capital cost | |
|------------------------------|---|-----------|---------------|--|--|
| INDOOR BOWLS | | | | | |
| PROTECT | IB1 Protect the existing stock of indoor bowling centres, number and quantity from any loss, as there is a need to retain the existing quantity of supply across the district to meet demand up to 2026 and beyond. | Medium | Long | Private bowls clubs | Nil |
| INDOOR TENNIS | | | | | |
| PROVIDE | IT1 Consider the provision of an indoor tennis centre of 2 courts, at Cromer Hub (this relates to recommendation G3) or Gresham's School | Medium | Medium | Cromer LTSC, NNDC, Cromer Academy/Gresham's School | £1.45m |
| GYMNASTICS | | | | | |
| ENHANCE & PROVIDE | GYM1 Consider the opportunities to provide a gymnastics venue. (This relates to recommendation SH1) | Medium | Medium | NW Gym Club, NNDC | Within range of £350k (Easton, Norfolk) to £1.8m (Phoenix), subject to feasibility |
| INDOOR CRICKET | | | | | |
| ENHANCE | CRIC1 Support the provision of indoor cricket nets and indoor cricket leagues in any enhancement or provision of sports hall | Low | Ongoing | Leisure providers, NCB | £10k |

8. The full strategy highlights the main means of implementing these recommendations, including funding, planning policies, management, partnership and cooperation, and suggests that it is crucial that the strategy is kept up to date regularly to ensure that the recommendations remain fit for purpose into the future.