

SECTION 1: The Policy Framework

- 1.1 The Vale of White Horse covers an area of 580 sq km and extends from the edge of Oxford in the north east to almost the edge of Swindon in the south west. The north east of the district contains part of the Oxford Green Belt and in the south the Downs form part of the North Wessex Downs AONB. The Vale also contains part of the Great Western Community Forest. The River Thames on the northern and part of the eastern boundary of the district is highly valued for leisure and recreation and for its contribution to the Vale's attractive landscape. Just over half of the Vale's residents live in the five main settlements of Abingdon, Botley, Faringdon, Grove and Wantage.
- 1.2 The key drivers behind the study are:
- The proposed major areas of housing growth planned around Didcot, Wantage, Grove, Faringdon and Harwell, together with other smaller areas of growth scattered across the authority
 - The need to identify what additional sports facilities needs there will be, linked directly to the housing proposals
 - The need for the authority to develop a new Local Plan and its policies, in line with the 2012 National Planning Policy Framework
 - The need to make effective use of mechanisms to lever funds from developers, linked directly to the new housing
 - The need to respond to any forecast changes in age structure of the population
 - The need to consider trends in sports participation
 - The need to deal with the age and condition of some of the facilities
 - The need to consider the future options in relation to major facilities.
- 1.3 The priorities of the Vale of White Horse are set out in a number of key policy documents and these provide the justification for the authority's and its partners' investment in sport and active recreation. These policy documents include the Corporate Plan, the Community Strategy, the Local Plan, the Corporate Equality Action Plan, and the Market Town Action Plan. Also crucial for the delivery of the proposals are the planning policies which will help to identify sites for sport and recreation and generate funds towards their development.
- 1.4 Both the Corporate Plan 2012-2016 and the Community Strategy 2008-2016 give very strong weight to the importance of sport, recreation, and the health and well-being of the community. Specific measures of success contained within the Corporate Plan of 2012-16 include securing funds from developers to meet the costs of the related sports and recreation provision.
- 1.5 Specific measures of success in the Community Strategy include the number of adults participating in sport, and the number of young people taking part in positive leisure time activities.

NATIONAL PLANNING POLICIES

National Planning Policy Framework (2012)

- 1.6 The planning policy framework lying behind this study has several elements, one of which is the National Planning Policy Framework (NPPF) and related National Planning Guidance (NPG), but the others are more local.
- 1.7 The National Planning Policy Framework (NPPF), published in March 2012 brought in a fundamental change to the strategic planning system. The NPPF is much simpler than the previous national policy.
- 1.8 Under Paragraph 156, the NPPF advises that new Local Plans produced by each planning authority should set the strategic priorities for the area which specifically includes leisure development and *“the provision of health, security, community and cultural infrastructure and other local facilities”*. The Local Leisure Facilities Study will form one part of the evidence base for the emerging Local Plan.
- 1.9 Under para 178, the NPPF states “Public bodies have a duty to cooperate on planning issues that cross administrative boundaries, particularly those which relate to the strategic priorities set out in paragraph 156. The Government expects joint working on areas of common interest to be diligently undertaken for the mutual benefit of neighbouring authorities”. This report therefore also takes into consideration the cross-border implications of sport and recreation provision, which is a very significant issue for the Vale of White Horse, particularly in the context of Oxford and the area around Didcot.
- 1.10 Paragraph 70 of the NPPF reads:
- “To deliver the social, recreational and cultural facilities and services the community needs, planning policies and decisions should:*
- plan positively for the provision and use of shared space, community facilities ... such as sports venues ... to enhance the sustainability of communities and residential environments;
 - guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community’s ability to meet its day-to-day needs;
 - ensure that established ... facilities and services are able to develop and modernise in a way that is sustainable, and retained for the benefit of the community; and
 - ensure an integrated approach to considering the location of ...community facilities and services.
- 1.11 Under NPPF para 73 it states:

“Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning

policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision are required”.

1.12 Of particular importance at this time and tested within the strategies is the impact of the proposed growth in housing both within and around the authority. Paragraph 74 states:

“Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

- *an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or*
- *the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or*
- *the development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss”.*

1.13 Even though the Community Infrastructure Levy for the Vale of White Horse is now in place, there is a need to be able to determine what developer contributions are appropriate as part of individual applications where provision is largely on site. In this assessment, the Council will need to take into account the NPPF policy that planning obligations (including developer contributions) should only be sought where they meet all 3 tests of NPPF para 204 which links to CIL Regulation 122). The 3 CIL tests are:

- Necessary to make the development acceptable in planning terms

If the sport infrastructure is not provided, the impact of the proposal will be unacceptable as it will not meet the needs of the relevant policies, and will lead to increased pressure on the existing facilities, for example by taking them beyond their capacity.

- Directly related to the development

The amount of demand which will be generated by the development will be identified through estimating the number of residents living in the proposed dwellings and applying the local demographic profile. The impact on the local infrastructure will then be determined based on how the development relates to the catchment area for each particular facility, and the existing and future expected balance in the supply of that facility with the new demand.

The contributions sought for sport and recreation will therefore be directly related to the development.

- Fairly and reasonably related in scale and kind to the development

With a known demand for sport and recreation facilities directly related to the development as described above, and an assessment of the impact of the development on the supply and demand balance caused by the development, the contributions sought can be both fairly and reasonably assessed to be in scale and kind to the development.

- 1.14 NPPF para 196 states “The planning system is plan-led. Planning law requires that applications for planning permission must be determined in accordance with the development plan” and defines the Development plan as “includes adopted or approved development plan documents i.e. the Local Plan and neighbourhood plans”.
- 1.15 The relevant findings of this Strategy (and other sport and recreation reports) such as the need for facilities, needs to be clearly part of the Local Plan.

National Planning Practice Guidance

- 1.16 National Planning Practice Guidance (NPPG) (PPG 003: Reference ID: 23b-003-20140306) states:

“Policies for seeking obligations should be set out in a development plan document to enable fair and open testing of the policy at examination. Supplementary planning documents should not be used to add unnecessarily to the financial burdens on development and should not be used to set rates or charges which have not been established through development plan policy”.

- 1.17 This study is founded on robust and up-to-date assessments of the needs for sports and recreation facilities, and opportunities for new provision as required by NPPF para 73.

- 1.18 The NPPG reaffirms the importance of meeting these tests, para 004 states:

“Does the local planning authority have to justify its requirements for obligations?”

“In all cases, including where tariff style charges are sought, the local planning authority must ensure that the obligation meets the relevant tests for planning obligations in that they are necessary to make the development acceptable in planning terms, directly related to the development, and fairly and reasonably related in scale and kind. Planning obligations should not be sought – on for instance, public art – which are clearly not necessary to make a development acceptable in planning terms. The Government is clear that obligations must be fully justified and evidenced...”

- 1.19 It is therefore clear that the emerging Local Plan will need to specifically include policies relating to developer contributions for sport and recreation, and to link them to this study, as the evidence base.

Planning Act 2008: Community Infrastructure Levy and Pooling

- 1.20 The Community Infrastructure Levy (CIL) is a planning charge, introduced by the Planning Act 2008 as a tool for local authorities in England and Wales to help deliver infrastructure to support the development of their area. It came into force on 6 April 2010 through the Community Infrastructure Levy Regulations 2010, and with effect from 6 April 2015, the CIL regulations restrict the use of section 106 agreements by prohibiting the pooling of contributions from five or more sources. This change came into effect regardless of whether a local planning authority has or has not adopted a CIL charging schedule.
- 1.21 Regulation 123 states that:
- (2) A planning obligation may not constitute a reason for granting planning permission for the development to the extent that the obligation provides for the funding or provision of relevant infrastructure.*
- (3) A planning obligation (“obligation A”) may not constitute a reason for granting planning permission to the extent that—*
- (a) obligation A provides for the funding or provision of an infrastructure project or type of infrastructure; and*
 - (b) five or more separate planning obligations that—*
 - (i) relate to planning permissions granted for development within the area of the charging authority; and*
 - (ii) which provide for the funding or provision of that project, or type of infrastructure, have been entered into before the date that obligation A was entered into.*
- 1.22 Therefore, if 5 or more contributions have already been secured since 2010 for a particular item of infrastructure, a local planning authority cannot ask for another contribution.
- 1.23 Sport, recreation and open space are classed as infrastructure. Interpretation of the new regulations are still emerging but it seems the wording suggests a contribution/obligation will either be for the funding or provision of a specific infrastructure project (e.g. a named sports hall) or to provide the funding or provision of a type of infrastructure (e.g. outdoor sport or unspecified “tennis courts”).
- 1.24 The impact of these changes will be that, during negotiations on individual planning applications, local authority planners (and likely applicants) will need to check whether similar obligations have already been requested and secured by section 106 obligations with the local planning authority. The authority will need to audit/review all Section 106 agreements completed in their area since 6 April 2010. Where an authority has included a type of infrastructure (e.g. generic “tennis courts”) on its regulation 123 list, specific projects that fall within that type of infrastructure will be not be allowed to be considered. However the inclusion of specific projects (e.g. tennis courts in Town A) on the list would not preclude funding towards other projects of a

similar type of infrastructure or types of infrastructure (e.g. another skate park in Town B).

LOCAL PLANNING POLICIES

The Local Plan 2011 (adopted 2006)

- 1.25 The main generic policies in the Vale of White Horse Local Plan 2011 (adopted 2006) relevant to open space, sport and recreation provision are:

Local Plan Policies L1 and L7, which protect local leisure facilities, playing fields and play space unless there is no longer a need for the facility or an alternative provision of equal or better quality is made available.

Local Plan Policies H5 and H7, which set out a list of spaces and facilities to be provided in association with the proposed major developments at Didcot and Grove respectively. Local Plan Policy H23, which addresses open space in new developments.

Local Plan Policy DC8, which aims to ensure an adequate and timely supply of social and physical infrastructure to meet the needs of the occupiers or users of new development. Policy DC8 of the Local Plan 2011 specifically provides that:

“Development will only be permitted where the necessary social and physical infrastructure and service requirements of future occupiers and/or users of the development are: Available at a suitable standard or; Will be provided in association with the development or; Can be secured or improved to a suitable standard through an appropriate financial contribution from the developers or landowners. Services and infrastructure must be provided in time to ensure coordination between their provision and needs arising from the development, where appropriate commuted sums to cover maintenance will also be sought from developers or landowners.”

- 1.26 Policy DC8 preamble states “The Council considers it essential to ensure that where the existing infrastructure and services are unable to cope satisfactorily with new development, the developers or landowners must provide the necessary new facilities on or off the site or make a financial contribution to enable existing facilities to be improved.”

- 1.27 The Council assessed the saved Policy DC8 for consistency with NPPF and found it to be consistent. It is also clear that the Local Plan sets out that it can seek on and off-site contributions for appropriate open space, sports and recreation facilities, and that future leisure and sports strategy work, including this Study, would inform the detail. Thus it meets the needs of PPG 003/23b-003-20140306) where it states:

“Policies seeking obligations should be set out in a development plan document ... Supplementary Planning Documents should not be used .. to set out rates or charges which have not been established through development plan policy”

- 1.28 This Local Leisure Facilities Study once adopted will become lead policy and it is essential that the recommendations are fully included within the new Local Plan, as required by PPG 003.

SPD Open Space, Sport and Recreation Future Provision (2008)

- 1.29 The Supplementary Planning Document (SPD) of 2008 drew much of its detailed standards recommendations from the Kit Campbell Open Space, Sport and Recreation Provision Strategy Background Report (January 2009). The SPD now requires updating in the light of the findings and recommendations contained within the Leisure and Sports Facilities Study, the Playing Pitch Study and this Local Leisure Facilities Study.

Joint Didcot Infrastructure Delivery Plan Live Document (2011)

- 1.30 This previously formed part of the South Oxfordshire Core Strategy submission but was a joint infrastructure plan for Didcot for the two authorities; the Vale of White Horse and South Oxfordshire. It was conceived as a live document which was expected to be updated throughout the plan period. However this has now been superseded by the individual authority's infrastructure development plans.

Main areas of housing growth and assessing future needs

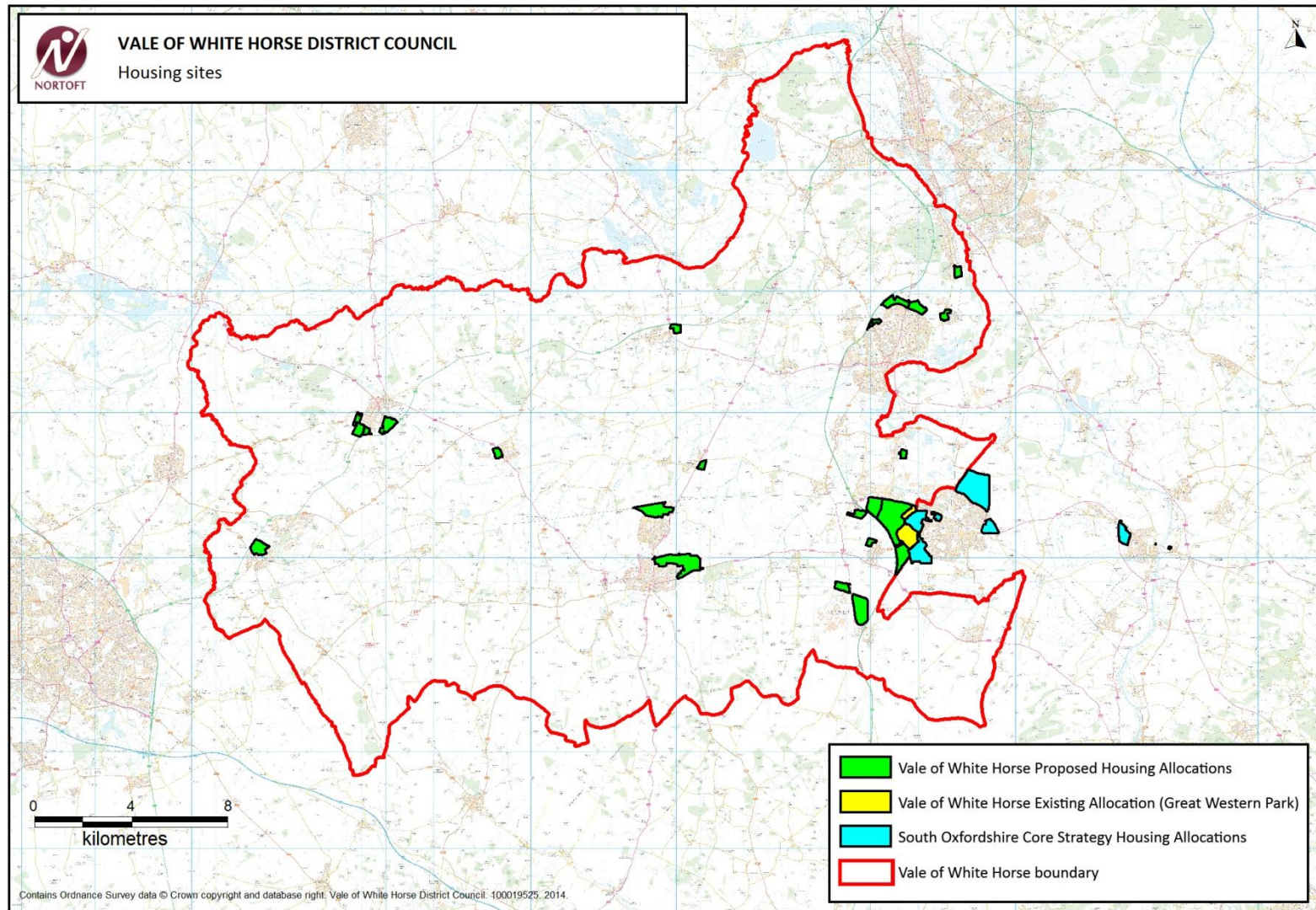
- 1.31 The main areas of housing growth in the Vale are proposed to be at Grove Airfield (2500 dwellings) and the sites identified through the Housing Delivery Update process. As at October 2014 the proposed list of sites and number of dwellings was as in Figure 1, the Final Site Package.
- 1.32 Modifications have now been proposed to the locations and size of some developments following the Local Plan 2031 Part 1 Examination in Public in 2016. The following strategic allocations have now been removed; East of Harwell Campus, North of Harwell Campus and South of East Hanney. However as the scale of these modifications make no strategic difference to the findings of this Local Leisure Facilities Study and updated demographics are not yet available, the 2014 sites allocation and associated demographics have been used in the assessment of future needs.

Figure 1: Final Site Package

Site No.	Location of Site	Number of units proposed	Sub-area
1	North West of Abingdon-on-Thames	200	Abingdon-on-Thames and Oxford Fringe
2	North of Abingdon-on-Thames	800	Abingdon-on-Thames and Oxford Fringe
3	South of Kennington	270	Abingdon-on-Thames and Oxford Fringe
4	North-West of Radley	240	Abingdon-on-Thames and Oxford Fringe
5	East of Sutton Courtenay	220	South East Vale
6	East of Kingston Bagpuize with Southmoor	280	Abingdon-on-Thames and Oxford Fringe
7	Milton Heights	400	South East Vale
8	Valley Park	At least 2550	South East Vale
9	North-West of Valley Park	800	South East Vale
10	West of Harwell	200	South East Vale
11	East of Harwell Campus	850	South East Vale
12	North-West of Harwell Campus	550	South East Vale
13	South of East Hanney	200	Abingdon-on-Thames and Oxford Fringe
14	Crab Hill (North East Wantage and South East Grove)	1500	South East Vale
15	Monks Farm (North Grove)	750	South East Vale
16	Land South of Park Road, Faringdon	350	Western Vale
17	West of Stanford in the Vale	200	Western Vale
18	South of Faringdon	200	Western Vale
19	South-West of Farringdon	200	Western Vale
20	North of Shrivenham	500	Western Vale
21	East of Coxwell Road, Faringdon	200	Western Vale

1.33 It should be noted that both Figure 1 and the map in Figure 2 which shows the locations of each of these housing areas, excludes the Grove Airfield site. It also excludes other sites with outline or full planning permission which are outside of these main housing growth locations.

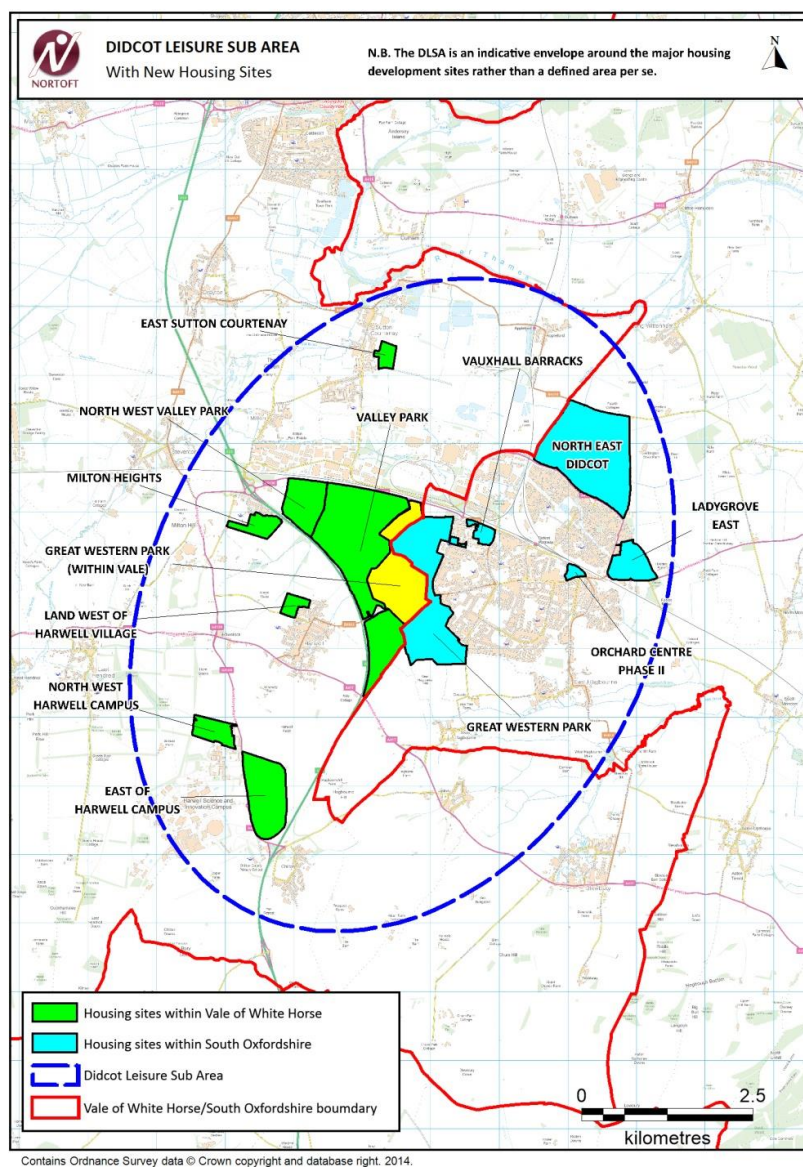
Figure 2: Housing locations – final sites package map



Didcot Leisure Sub Area

1.34 The Vale of White Horse Council (“the Vale”) and South Oxfordshire Council are working closely together across their boundaries to plan for leisure and sport in the Didcot area, where there are significant levels of planned housing growth. The joint area is called the Didcot Leisure Sub Area (DLSA) and broadly covers the new housing growth in and around Didcot, recognising that the new residents will use facilities within their travel area regardless of administrative boundaries. It is important to note that the DLSA is an indicative envelope around the major new development sites, rather than a defined catchment area per se. For example once South Oxfordshire’s new housing locations around Didcot are further advanced, the indicative envelope may change.

Figure 3: Didcot Leisure Sub Area map

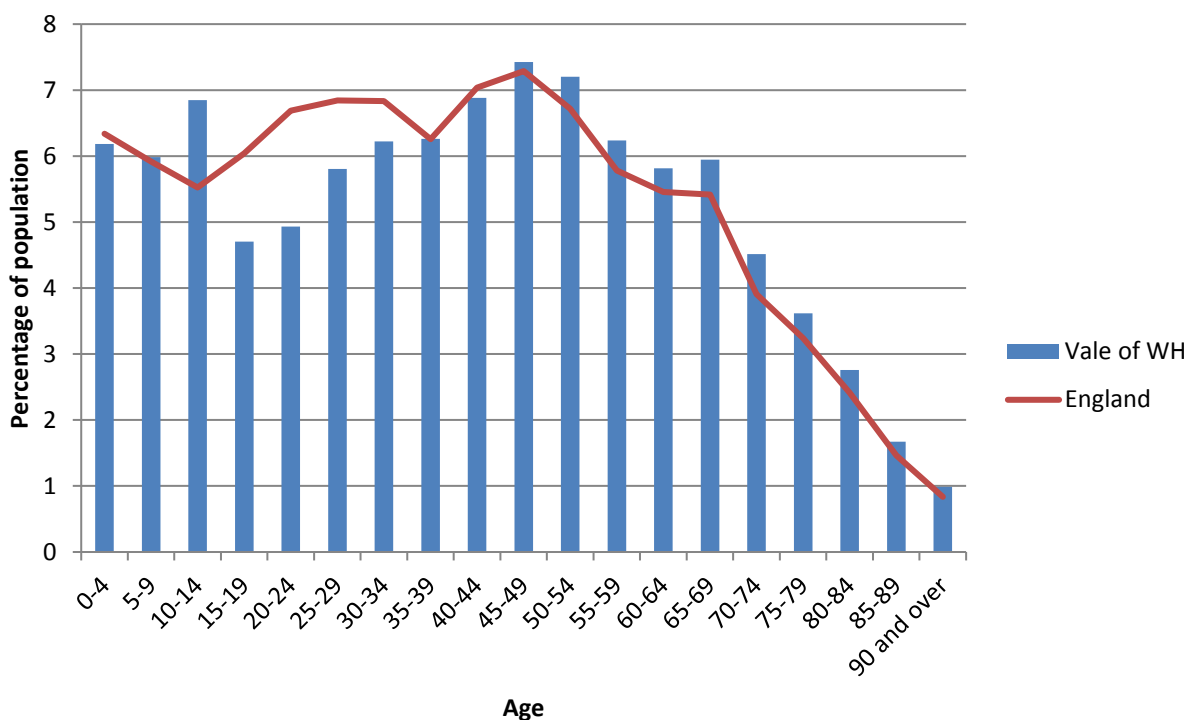


POPULATION CHARACTERISTICS AND CHANGE

Current population and growth from housing

- 1.35 The total population in 2014 (as provided by Oxfordshire County Council) was estimated to be 124,665 and there is expected to be growth in the period up to 2031. This is primarily on the eastern side of the Vale and around Wantage/ Grove, although there are expected to be some significant increases at Faringdon, with smaller pockets of growth elsewhere. Details about the larger areas of planned housing growth are given later in this section.
- 1.36 The population structure of the Vale is slightly different from that of the England average as at 2014, and this has an impact on the demand for some of the sports facilities. Figure 4 illustrates the current population profile, and the dip in the number of those aged 15 through to 35 years should be noted.

Figure 4: Vale population structure compared to England



Population forecasts

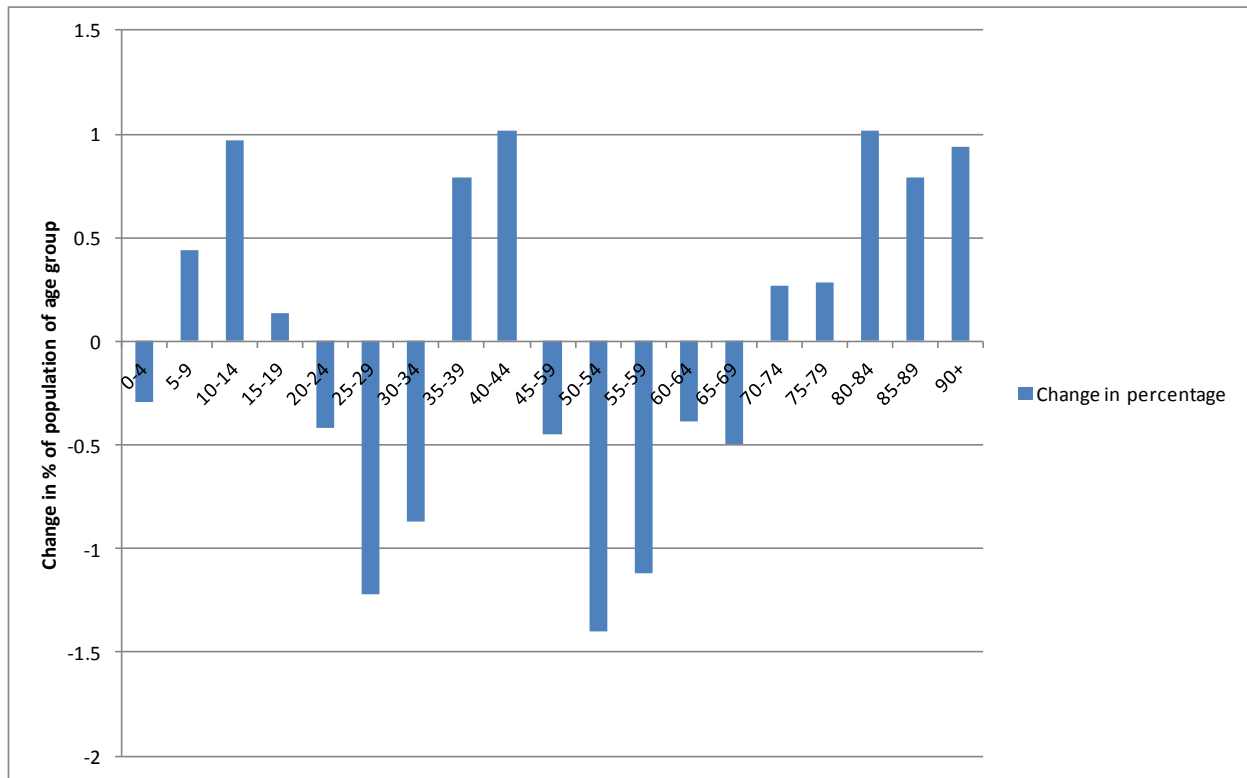
- 1.37 Figure 5 provides the forecast population up to 2031, which shows that there is expected to be an increase of around 45,300 extra people in the Vale by this time. These figures are based on the most recent population forecasts from Oxfordshire County Council which include the expected populations from the proposed Local Plan new housing sites. The populations for development sites are assumed to have the same characteristics as the overall population forecast from OCC, and the housing multiplier which has been used is 2.39 persons per dwelling.

Figure 5: Population estimates up to 2031

	Male	Female	District Total
2014	61792	62788	124580
2021	75849	78089	153939
2026	81054	84071	165124
2031	82998	86873	169872

- 1.38 The changes in the balance of the population can be illustrated by comparing the percentage of the population in each 5 year age band, and Figure 8 compares 2014 with 2031. This suggests that although there will not be major changes in the population structure, there will be:
- more children and teenagers
 - more people aged 35-45 years
 - more people aged 70+ years
 - that the dip in those aged approximately 20-35 years will continue, and that there will also be a fall in the number of people aged 45-69 years.

Figure 6: Change in population 2014-2031



SOCIO-ECONOMIC FACTORS

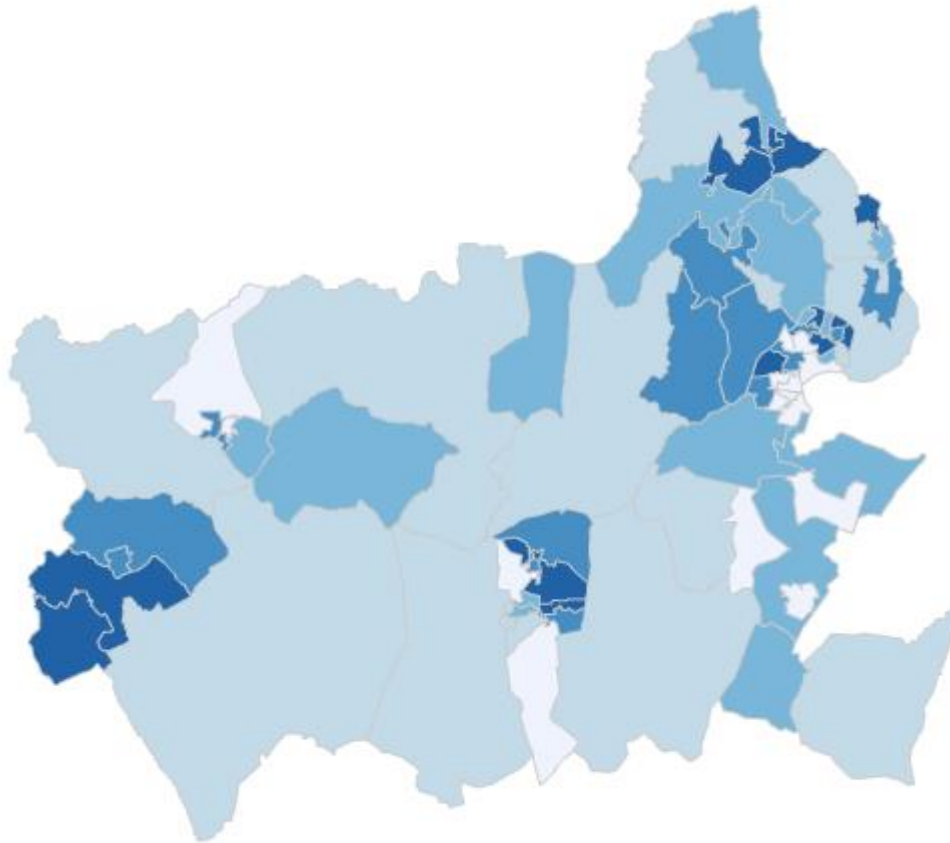
Transport

- 1.39 The Vale of White Horse is made up of a mix of both urban and rural areas. It borders Swindon, a major urban centre to the south west and has good links to the national trunk road network.
- 1.40 When considering access to sport and recreation facilities, the network of provision is critical as most people will travel a maximum of 20 minutes to reach a facility. With the good road network of the district, about half the district is within 20 minutes of a major centre by car, with the remainder of the district being no more than a 40 minutes car journey.
- 1.41 For town centres, about 75% of residents are within 15 minutes drive of a town centre and the remainder within 25 minutes. However by bus, only about 30% of the district is within a 60 minute bus journey.

Index of Multiple Deprivation (IMD)

- 1.42 While generally the Vale of the White Horse is an affluent area (it is ranked 333 out of 353 in England on the Index of Multiple Deprivation), there are some pockets of deprivation, illustrated by the map in Figure 7. In this map the darker the area, the higher the level of deprivation.

Figure 7: Map of Index of Multiple Deprivation
(from Oxfordshire Observatory)



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- 6,302 - 21,030
- 21,031 - 25,310
- 25,311 - 28,960
- 28,961 - 30,668
- 30,669 - 32,444

Health

1.43 The Department for Health's 2012 Health Profile for the Vale of White Horse has the following summary for the district:

- The health of people in Vale of White Horse is generally better than the England average. Deprivation is lower than average, however about 2,200 children live in poverty. Life expectancy for both men and women is higher than the England average.
- Life expectancy is 4.2 years lower for men in the most deprived areas of Vale of White Horse than in the least deprived areas.
- Over the last 10 years, all cause mortality rates have fallen. Early death rates from cancer and from heart disease and stroke have fallen and are better than the England average.
- About 13.2% of Year 6 children and 14% of all children are classified as obese, although this is lower than the average for England or the South East.
- Estimated levels of adult physical activity and obesity (20.9%) are better than the South East or England average.
- Priorities in Vale of White Horse include tackling obesity, increasing physical activity levels, reducing high risk alcohol behaviour and encouraging more smoking quitters.

1.44 The cost of physical inactivity per 100,000 people based on estimates by the British Heart Foundation (source: Sport England Local Profile Tool) in 2009/10 was £1,350,500, so totals around £1.64m per year for the Vale.

Participation in Sport and Active Recreation

1.45 Sport England has a rolling survey of participation in sport, the Active People Survey (APS). The key findings for APS 8, up to April 2014 have recently been released. These show that, adults in the Vale are more active more regularly than the national average (i.e. more people are participating at least 3 times a week), and that there are fewer people taking no exercise than the national average. However there has been no significant change within the Vale in the rate of participation at the once a week or three times a week level since 2005-06.

Figure 8: Rates of participation by adults aged 16+ years

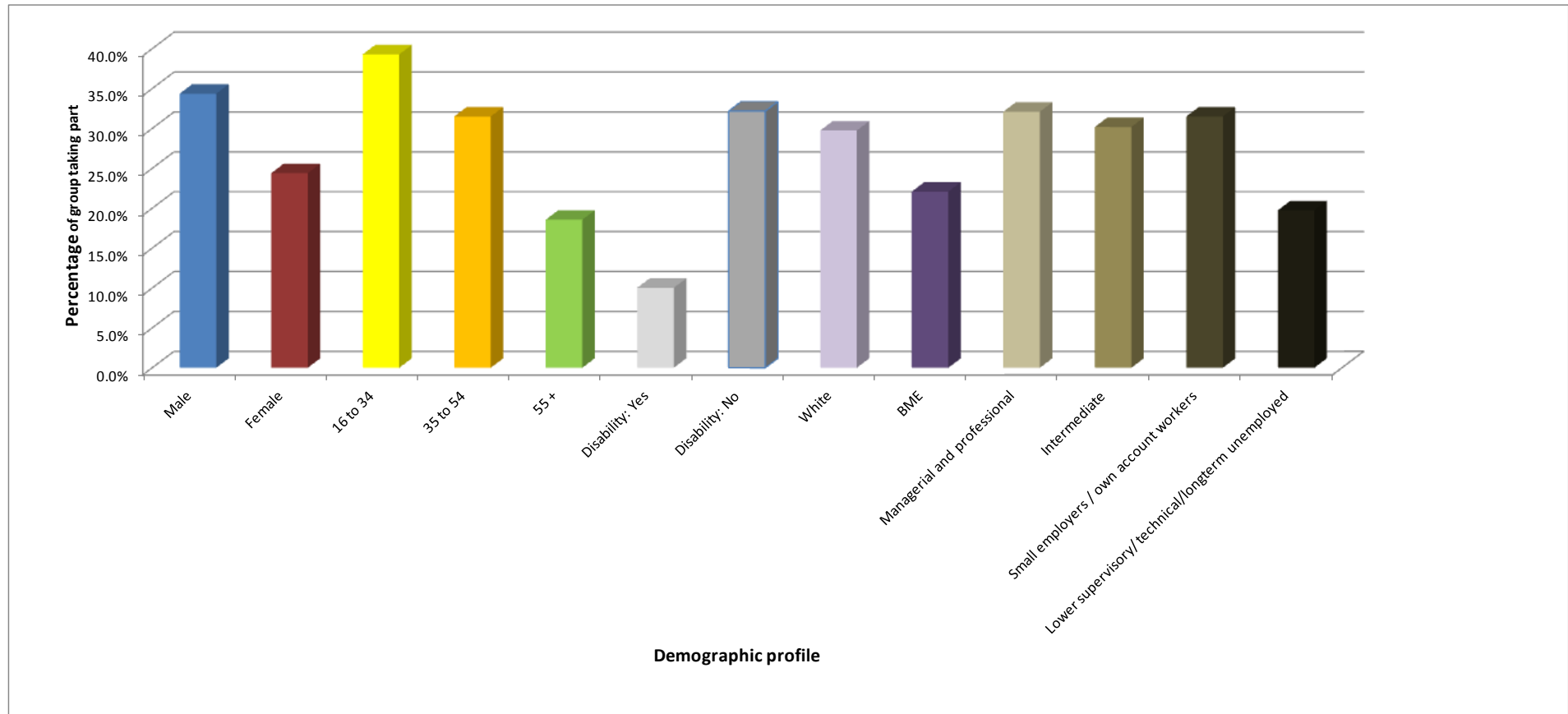
% participation in sport and active recreation	Vale of White Horse % participation	Change since 2005-06 in Vale of White Horse	Comment
3 x 30 minutes per week	29.2%	No change	National rate is 17.4%
1 x 30 minutes per week	35.2%	No change	National rate 36%
No activity	37.1%	Not known	National rate is 57.4%

1.46 Overall there has been no significant change in the rates of regular participation (once a week) between 2005 and 2014.

1.47 Figure 9 shows the rates of participation at 3 x 30 minutes between April 2012 and April 2014 across the different demographic groups in the Vale of White Horse. The key factors emerging are:

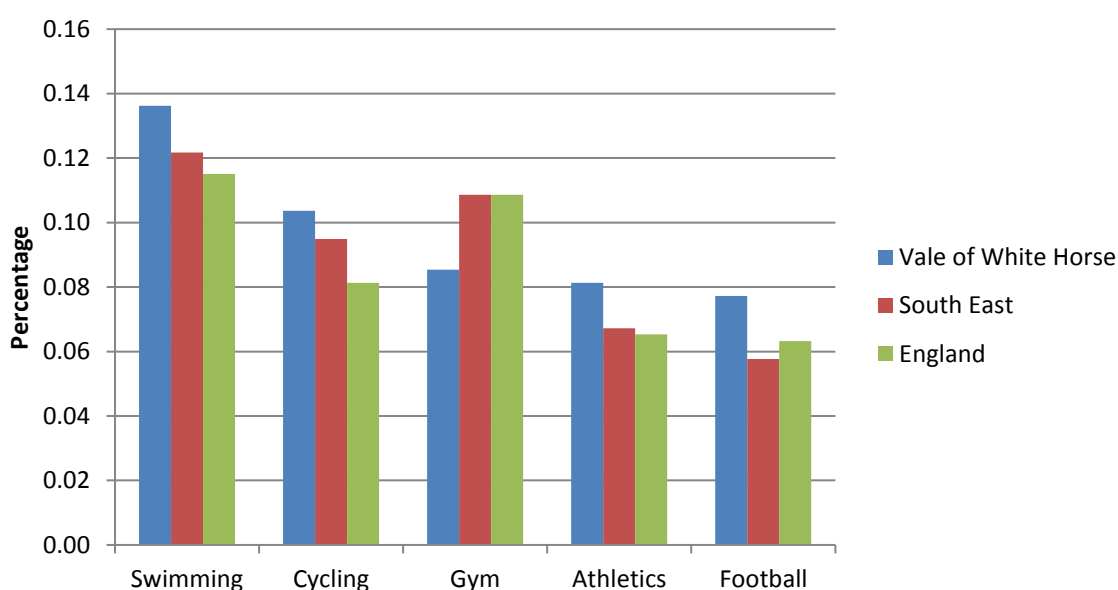
- More males than females are active
- Participation rates fall with age
- Those with a disability are less likely to take part than those without
- The non-white community is less likely to active take part in activity
- Those people from the lower socioeconomic groups are less active .

Figure 9: Demographics and rates of activity in Vale 2012-2014



1.48 Figure 10 shows the level of participation in the top five sports of swimming, cycling, gym, athletics (including all running) and football. Other than for gym, the rates of participation are higher than the national and regional averages, which probably reflect a combination of low levels of deprivation together with very good access to facilities, particularly swimming pools. The lower rate of participation in gym may reflect the need for more accessible fitness facilities, as identified in the Health and Fitness section of this Study.

Figure 10: Participation in top 5 sports
percentage of adults taking part at least once a month



1.49 The APS information is also a useful source of data about the characteristics of people taking part in each sport or type of active recreation. It forms the basis of market segmentation for sport (see below), and also provides a valuable tool for assessing what facilities are likely to be best supported within each area. Relevant APS sports specific information (from Sport England’s Sport Facts) is given in Appendix 3 together with a summary of the socio-economic classification.

Market Segmentation

- 1.50 Sport England has developed nineteen sporting segments to help understand individuals' attitudes and motivations to sports and physical activity and this tool is a useful extension of the other socio-economic mapping available from elsewhere. The information used to develop these segments is derived from information sourced primarily from the Active People Survey, but also from the census, and supplemented with information from other market research surveys.
- 1.51 The intelligence provided by the Market Segmentation tool helps in the understanding of why particular sports have more demand than others in an authority, and highlights any significant differences in areas across the authority. In turn this will help to identify which facility types should be the highest priority in each area. The nineteen segments are as follows in Figure 11.

Figure 11: Market Segments

Segment	Type of person	Name
1	Competitive Male Urbanites	Ben
2	Sports Team Lads	Jamie
3	Fitness Class Friends	Chloe
4	Supportive Singles	Leanne
5	Career Focused Females	Helena
6	Settling Down Males	Tim
7	Stay at Home Mums	Alison
8	Middle England Mums	Jackie
9	Pub League Team Mates	Kev
10	Stretched Single Mums	Paula
11	Comfortable Mid-Life Males	Philip
12	Empty Nest Career Ladies	Elaine
13	Early Retirement Couples	Roger & Joy
14	Older Working Women	Brenda
15	Local 'Old Boys'	Terry
16	Later Life Ladies	Norma
17	Comfortable Retired Couples	Ralph & Phyllis
18	Twilight Year Gents	Frank
19	Retirement Home Singles	Elsie & Arnold

- 1.52 Each of the nineteen segments is identified as having different characteristics in relation to patterns of physical activity. Appendix 4 provides more detail on the types of activities which appeal to each, and their motivation for participating in sport. The market segmentation data is available at local authority level as well as lower and middle super output areas.
- 1.53 Sport England expects the use of the Market Segmentation tool as part of the assessment process for all sports strategies, and here the information has been used in

two ways. Firstly, an authority-wide overview of the total population as a pie-chart (Figure 13), and secondly the geographical distribution of dominant market segments by Middle Super Output Area (MSOA), illustrated by the map at Figure 14.

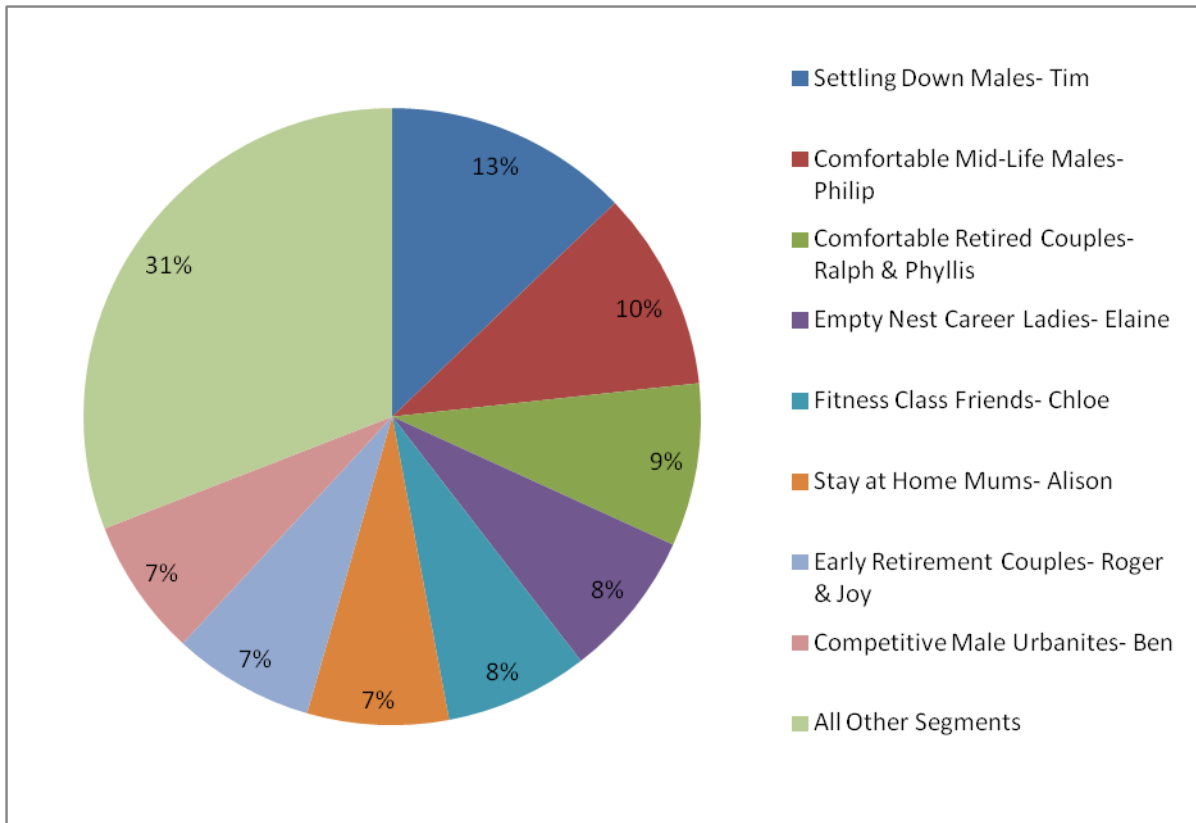
- 1.54 It is important to note from the pie chart in Figure 13 that there are some market segments which do not appear on the map in Figure 14. This is because although they are distributed widely across the authority, they do not dominate in any one area. The largest market segments across the authority as a whole, and the sports to which they are attracted are given in Figure 12.

Figure 12: Largest market segments (whole authority) and sports that appeal

Segment	Sports which appeal	
Settling Down Males- Tim	Canoeing Cricket Cycling Squash	Skiing Golf Football
Comfortable Mid-life Males- Philip	Sailing Football Badminton Cycling	Gym Jogging Golf Cricket
Comfortable Retired Couples- Ralph & Phyllis	Bowls Golf Tennis Table Tennis Snooker	Walking Fishing Swimming
Empty Nest Career Ladies- Elaine	Swimming Walking Aqua Aerobics Step machine	Yoga Horse riding Pilates Gym
Fitness Class Friends- Chloe	Body Combat Netball Swimming Pilates	Gym Running Tennis Aqua Aerobics
Stay at Home Mums- Alison	Swimming Badminton Aerobics Pilates	Tennis Cycling Horse-riding Exercise bike
Early Retirement Couples- Roger & Joy	Swimming Walking Aqua Aerobics Bowls	Sailing Golf Shooting Fishing

Competitive Male Urbanites- Ben	Rugby Cricket Squash Climbing	Windsurfing Gym Tennis Football

Figure 13: Largest market segments (whole authority)



- 1.55 Figure 14 maps the dominant market segments in each MSOA across the district. It is clear that the Settling Down Males group dominate most of the district. As a result, activities such as cycling are more popular than in other areas of the country.
- 1.56 It should be noted that the Market Segmentation tool is a snap-shot of the current picture, and unfortunately is not available for forecasting. However it is likely that the general picture presented by this map will remain largely valid, although the groups will age in many areas.

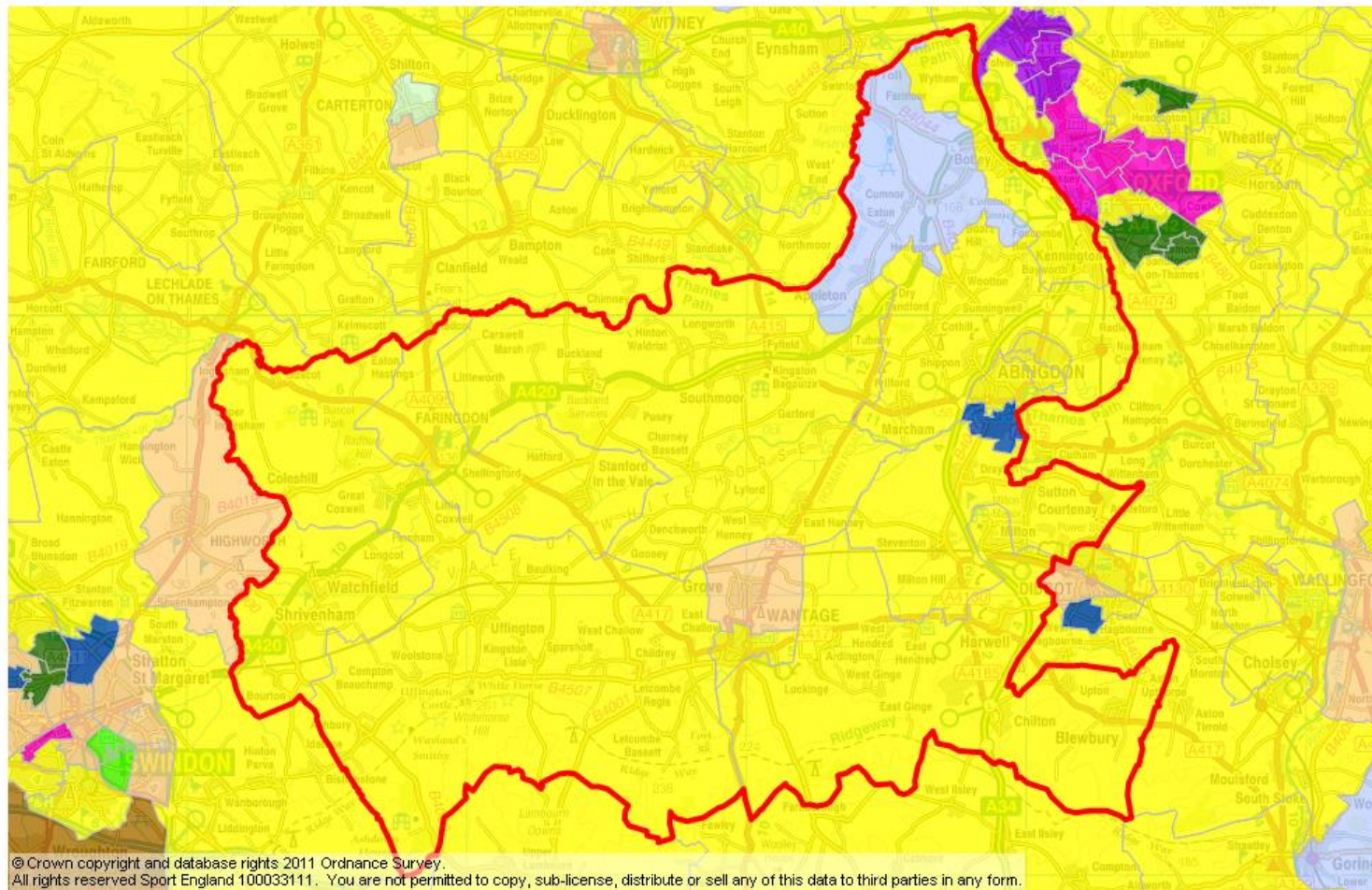
Figure 14: Market Segmentation map

Dominant market segment by population



Catchment area:
Vale of White Horse 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



COMMUNITY DESIRES

1.57 This section draws out the main themes and issues which emerged from the consultations with the community and with stakeholders.

2013 Leisure and Sports Facilities Strategy

1.58 The consultation on the 2013 Leisure and Sports Facilities Strategy ran for 4 weeks in November and December 2012, and both individuals and organisations responded. The organisations were:

- Active Nation
- Oxfordshire County Council
- Abingdon Fencing Club
- Didcot Cricket Club
- Pathfinders Youth Canoe Club Abingdon
- Grove Parish Council
- Appleton with Eaton Tennis Club
- Wantage Tennis Club
- The Park Squash Club
- Soll Leisure Group
- Berks and Bucks FA
- Sport England
- Oxfordshire Sports Partnership
- Kemp and Kemp (Grove Airfield Planning Agent)

Findings

1.59 82% of respondees agreed that sports facilities in the Vale were generally good. Those that did not agree mainly lived in smaller settlements in the rural areas where there are fewer facilities. These people usually have to travel to Abingdon, Faringdon or Wantage. The need for extra indoor tennis courts and indoor bowls was not seen as very important, with most people having no particular view on either of those facility types. More and better facilities for the local community, for example football at Shrivenham/Watchfield were highlighted in both this consultation and in feedback on the Participation Action Plan.

1.60 It was felt that the standards for outdoor tennis, MUGAs and playing pitches needed to be reviewed, particularly for Wantage and Grove, due to the large housing growth proposed.

1.61 The fact there were no new sports facilities being proposed for Abingdon was generally accepted, although some respondents thought Abingdon did need new facilities such as: an additional skate park; extension of the existing sports centre to cater for additional fitness classes and/or martial arts, and tennis. One respondent

thought a review of the current outdoor swimming facility should be undertaken and it is described in the response as being dilapidated.

- 1.62 Improvements at the Southern Town Park were flagged as a high priority by the clubs responding to the Participation Action Plan.

Local Facilities

- 1.63 The majority of respondents thought that grass playing pitches and multi use games areas were very important local facilities, and outdoor tennis courts as important. Other relevant facilities that people would like to see in their local area included:

- Skate park
- Fitness trail with running track
- Green gym
- Angling pond
- Running facility (not an athletics track)
- Indoor sports facility geared up for elderly/disabled
- Floodlighting of existing outdoor tennis courts

Participation Action Plan 2012-2018

- 1.64 The South Oxfordshire and Vale of White Horse District Councils joint arts, sports and leisure Participation Action Plan aims to increase opportunities which encourage residents to take part in local sports, arts and leisure activities in the period up to 2018. The Strategy completed its public consultation phase before Christmas 2012 and is being implemented, with annual action plans.

- 1.65 The Council wishes to encourage participation because:

By encouraging both residents, and visitors to our districts, to participate in any activity that improves their well being and inspires and motivates them to embrace new opportunities, we will increase their enjoyment, confidence and independence, and help to create a sense of belonging and community sustainability. We will help people come together to improve the quality of their own lives and encourage local initiatives to make a real difference in our communities.

The Participation Action Plan takes into account the unique characteristics of the Vale (and South Oxfordshire) communities and draws direction from a number of agencies and organisations at the national, regional and county levels. There are five aims which will underpin the annual action plans. These are:

Aim one: increase participation in arts, sport and active recreation by raising awareness among residents of activities and opportunities taking place in their local community

Aim two: work in partnership to promote and enhance existing provision, to maximise resources and to reduce inequalities

Aim three: ensure good quality arts, sports and leisure provision by encouraging investment in leisure and culture and accessing funding to support future development

Aim four: capitalise on opportunities created from high profile national and international events to increase both participation and volunteering across the districts

Aim five: increase usage and range of activities at Wantage Civic Hall and Cornerstone

- 1.66 The Participation Action Plan recognises the current challenges arising because of the economic downturn and the changes within the partner organisations such as schools, the health service and youth services. Local government has traditionally been the primary investor and deliverer of the services to local communities, but there is now a need to work more in partnership with other organisations. Partners in the sport and leisure sector are seen as including amongst others: leisure providers, clubs, event organisers, national governing bodies of sport, Oxfordshire Sports Partnership, parish and town councils, schools and Sport England.
- 1.67 The delivery of the Participation Action Plan will be via annual action plans linked to the five aims.

Aim 1

Create opportunities for youngsters to try new sports and join new clubs to nurture a lifelong involvement in their chosen sport.

Identify sustainable opportunities for increased participation in sport and active recreation that will appeal to all sectors of the community (e.g. running school holiday sports programmes, community games and workplace activities).

Aim 2

Work in partnership to promote and enhance existing provision.

Ensure representation on Oxfordshire Sports Partnership groups.

Support the Sports Network to enable partnerships to grow and resources to be used effectively.

Work with schools to encourage participation in competitive sport.

Create a positive place to participate and reduce inequalities.

Increase the involvement of underrepresented groups.

Aim 3

Ensure a legacy from the GO Active project by making the activities devised by the coordinators and activators remain sustainable beyond the limitations of the projects existing funding.

Research external funding opportunities and work in partnership to access it.

Support local clubs and voluntary groups to access funding.
Ensure that the necessary infrastructure is in place to achieve increased participation.
Offer guidance to clubs and voluntary groups to enable them to achieve sustainable activities and strengthen the infrastructure for sport and active recreation.

Aim 4

Promote volunteer engagement, development and retention.
Work with schools and higher education to bring volunteers into the work place and work with them on individual projects.
Maximise the long term opportunities created by London 2012.

Aim 5

Create a vision for Wantage Civic Hall to give it a clear identity and make it the heart of the Wantage community.
Increase usage of WCH through a planned timetable of improvements to both the physical building and the activities it offers.
Operate the building in a cost effective manner.

1.68 The consultation feedback was positive support for the Participation Action Plan. Some of the most relevant comments which can be used to guide the Local Leisure Facilities Study were:

- The facility vision and extension of usage in Aim 5 should apply to all the leisure centres.
- Faringdon has been paid too little attention.
- There is a need to provide better for the rural communities, particularly those without access to a car.
- Shrivenham and Watchfield should have better facilities for local people, particularly football.
- A priority should be to support local clubs and groups e.g. via grants programme for both facilities and activities.
- Ensure that the proposed sports facilities for Great Western Park are completed and opened for community use.
- Oxfordshire Playing Fields Association should be considered as one of the partners.
- The Southern Town Park in Abingdon should be a high priority for investment as it has large active clubs but there are site issues and the current lease is too short to enable bids to be made for external funding.

1.69 This feedback has been used to help guide the priorities for investment.

Vale of White Horse Residents' Panel Survey, December 2011

- 1.70 The Vale residents' survey of December 2011 included a number of questions about the levels of activity of individuals, barriers to participation, satisfaction with existing facilities and opportunities, and aspirations. The key findings included:
- 46% of respondents said that they had done at least 3 x 30 minutes of moderate activity in the preceding week. Comment: This is much higher than the Active People Survey, possibly because the criteria is not restricted to the Sport England definition of sport and active recreation.
 - Just over half of the respondents are happy with the amount of physical activity they do, but the rest would like to do more. People aged under 45 years, those who work and those with children were least happy with the amount of exercise they took.
 - The main barriers to more participation are, in decreasing order:
 - No time available
 - It costs too much
 - Nothing suitable close to home
 - No one to go with
 - Childcare if difficult/costly
 - Not interested in any of the options available
- 1.71 This reflects the usual findings for this type of survey. The survey identified no specific actions which could be taken to encourage people to exercise regularly, with the exception of a need to look at value for money.
- 1.72 There are some differences between where people currently take part in activities, and where they would prefer to. The most notable differences between the answers given are:
- More people would like to use the leisure centres and community centres/village halls.
 - People would prefer to use their home and the outdoors less than they do now.
 - Generally more women and people with children want to use a leisure centre.
 - Community centres and village halls are particularly important for people outside of the main towns.
- 1.73 The peak periods for demand are weekday evenings and mornings and afternoons at the weekend. This follows national participation patterns.
- 1.74 The activities which people would be most interested in taking part in, in decreasing order are:
- Walking

- Swimming
- Pilates
- Dance

- 1.75 The wording of this question may have influenced the responses received, as may have the demographics of the survey respondees which had fewer under 45s than over 45s, but responses from men and women were evenly split.
- 1.76 The findings from the Residents' Panel are general and confirm the importance of sport and recreation in the Vale, including the services which the council provides. The emphasis on swimming as a very important activity for everyone helps to make the case for continued investment in pools. The other particularly notable point is the relative importance of community and village halls, a theme which also emerges from similar studies elsewhere.

COMPARATOR AUTHORITIES

- 1.77 Comparing the Vale of White Horse with its Chartered Institute of Public Finance and Accountancy (CIPFA) benchmark authorities in terms of the scale of provision of a facility can be a helpful broad guide towards the overall amount of provision which might be expected. Due to the differing size of authorities, this comparison needs to be on a provision per 1000 population basis.
- 1.78 The 'Nearest Neighbour' model was developed by CIPFA to aid local authorities in comparative and benchmarking exercises. It is widely used across both central and local government. The model uses a number of variables to calculate similarity between local authorities. Examples of these variables include population, unemployment rates, tax base per head of population, council tax bands and mortality ratios.
- 1.79 The local authorities that are considered to be 'similar' to the Vale of White Horse by CIPFA are:
- East Hertfordshire
 - South Oxfordshire
 - Test Valley
 - West Oxfordshire