

APPENDIX 1: National Planning Policy Framework (2012) Extract

1. The National Planning Policy Framework (NPPF), published in March 2012 brought in a fundamental change to the strategic planning system. The NPPF retains the statutory status of the development plan as the starting point for decision making, and the fact that proposed development which accords with the Local Plan is generally expected to be approved. The Framework is however much simpler than the previous planning policy framework and the more detailed policy documents, for example the set of Planning Policy Guidance Notes, have been dropped. This includes the Planning Policy Guidance Note 17 on Planning for Open Space, Sport and Recreation of 2002, which had been the main policy guidance up to the release of the new NPPF.
2. Each local planning authority is now expected to produce a Local Plan which can be reviewed in whole or in part to respond flexibly to changing circumstances. The Local Plan sets 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” (para 156). Additional development documents are only to be used where they are clearly justified, such as where they help applicants to make successful applications or to aid infrastructure delivery.
3. The policies in the Local Plan are required to follow the approach of the presumption in favour of sustainable development, and should be based on an adequate, up-to-date and relevant evidence base, including in relation to; housing, business, infrastructure, minerals, defence, environment (historic, health and well-being), public safety from major accidents, ensuring viability and deliverability (Paras 158 – 177). The Leisure Facilities Strategy will form one part of this evidence base. Authorities are also able to use evidence already produced which was initiated to underpin the emerging (or existing) local plan policies.
4. Local planning authorities are encouraged to cooperate on planning issues that cross administrative boundaries, particularly in relation to the strategic priorities set out in Para 156 of the NPPF, which includes specific reference to leisure and to community infrastructure. This report therefore takes into consideration the duty to co-operate and so the cross-border implications of sport and recreation provision.
5. The policies within the new NPPF which related specifically to leisure, sport and recreation are set out below.

Para 70

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...) and other local services 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 shops, 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 housing, economic uses and community facilities and services.

Para 73

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 is required.

Para 74

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.

Para 81

Once Green Belts have been defined, local planning authorities should plan positively to enhance the beneficial use of the Green Belt, such as looking for opportunities to provide access; to provide opportunities for outdoor sport and recreation; to retain and enhance landscapes, visual amenity and biodiversity; or to improve damaged and derelict land.

Para 89

A local planning authority should regard the construction of new buildings as inappropriate in Green Belt. Exceptions to this are:

.....

- provision of appropriate facilities for outdoor sport, outdoor recreation and for cemeteries, as long as it preserves the openness of the Green Belt and does not conflict with the purposes of including land within it;

.....

Para 171

Local planning authorities should work with public health leads and health organisations to understand and take account of the health status and needs of the local population (such as for sports, recreation and places of worship), including expected future changes, and any information about relevant barriers to improving health and well-being.

6. A key issue within the Local Plan for South Oxfordshire will be how the new housing developments can contribute towards the facilities and services needed for the new population. The NPPF gives general guidance on planning obligations.

Para 204

Planning obligations are expected to only be applied where they meet all of the following tests:

- necessary to make the development acceptable in planning terms;
 - directly related to the development; and
 - fairly and reasonably related in scale and kind to the development.
7. There are also some additional policies relating to playing fields, such as the ability of local communities to identify a playing field as Local Green Space, on which new development can be prevented.
 8. Overall in relation to sport and recreation, the new NPPF has retained a similar approach to the previous guidance, and in particular the themes underpinning PPG17. The most significant change is the greater protection afforded to all sports facilities which was previously only applicable to playing fields under the new Para 74.

APPENDIX 2: Policy base for contributions under S106

1.1 South Oxfordshire District's policy base for developers' contributions prior to the introduction of CIL were established in; the Development Plan documents, the adopted Core Strategy (SODC December 2012), saved Local Plan policies, and other documents specifically referenced, and part of the Core Strategy 2012. These included:

- the Infrastructure Delivery Plans
- the Leisure and Sports Facility Strategy 2011, and
- the Open Space, Sport and Recreation Facilities PPG17 Assessment 2008.

1.2 Relevant abstracts are given below. The strategies below had been variously tested through Appeals and found to be CIL compliant (2014-2015). However the use of all strategies in the securing of developer contributions must continue to meet the NPPF/CIL and related regulations, which are referenced elsewhere in Part 1.

1.3 The Core Strategy 2012 "Policy CSI1 Infrastructure provision" states:

"New development must be served and supported by appropriate on- and off-site infrastructure and services. Planning permission will only be granted when infrastructure and services to meet the needs of the new development, including that set out in the Infrastructure Delivery Plan, and/or mitigate the impact of the new development is already in place or will be provided to an agreed timescale. Infrastructure and services required as a consequence of development, and provision for their maintenance, will be sought from developers and secured by the negotiation of planning obligations, by conditions attached to a planning permission, and/or other agreement, levy or undertaking, all to be agreed before planning permission is granted".

1.4 Paragraph 9.29 (and paragraph 12.7) clearly states: "Our Leisure and Sports Facility Strategy 2011 calculates sport and recreation needs to 2026 and includes priorities for provision".

1.5 Local Plan 2011 (adopted 2006): (LP2011) Some Local Plan policies have been saved from the Local Plan 2011 and these include Formal Recreation Policies R2 and R3 relating to Indoor Sport and Outdoor Sport:

Local Plan 2011 Saved Policy R2: "When granting planning permission for new residential development, developers will be required to provide outdoor playing space for the new residents to a minimum standard of 2.4ha per 1000 persons. Developers will be required to demonstrate that satisfactory provision for long term maintenance has been made".

1.6 Under Policy R2 in para 5.77

*Where there is evidence to show that due to the impact of development a need has arisen for recreational facilities then the Council will require developers to provide for this need within the new development. In certain circumstances, instead of providing outdoor playing space within the development, it may be appropriate for developers to provide an equivalent sum for the upgrading or extension of existing facilities or the provision of new facilities elsewhere. Developers will be required to provide outdoor playing space to a high standard and make provision for its management by a responsible body and subsequent maintenance. In the case of facilities predominately for the benefit of occupants of the associated new housing, such provision may be required in perpetuity. These provisions will be secured in planning obligations. In addition, the Council will seek a planning obligation to ensure that the outdoor playing spaces are retained. Further advice on play space is contained in the National Playing Fields Association's (NPFA) publication *The Six Acre Standard*, and in the Council's *Design Guide*.*

- 1.7 Local Plan 2011 Saved Policy R3: New development may also give rise to a requirement for further indoor facilities, and the Council will seek planning obligations from developers to meet these requirements where appropriate, including provision relating to future maintenance and the long term retention of the facilities.

Interim Planning Guidance Services and Facilities for New Development, September 2008 (IPG 2008)

- 1.8 In the introduction it states:

This document provides guidance on the district council's requirements for the provision or funding of infrastructure and services to support new development within South Oxfordshire. Normally these requirements are secured by the completion of a planning obligation under Section 106 of the Town and Country Planning Act 1990. A summary table of the council's requirements is set out in section...

- 1.9 The approach to developer contributions to indoor and outdoor sport is clearly set out in paragraphs 36-39:

This section relates to all aspects of indoor recreation (including swimming pools, indoor sports halls and leisure centres, indoor bowls centres, indoor tennis) outdoor recreation including formal sports (outdoor pitches and courts). Provision for children's play and general amenity space provided within a development are considered separately.

PPG17 'Planning for Open Space Sport and Recreation' recognises the importance of good quality sport and recreation facilities. It states that planning obligations should be used as a means to remedy local deficiencies in the quantity or quality of open space, sports and recreational provision. Local authorities will be justified in seeking

planning obligations where the quantity or quality of provision is inadequate or under threat, or where new development increases local needs.

In line with PPG17, an assessment of open space, indoor and outdoor, sport, active recreation and leisure provision in the district was compiled in April 2008. The results of the PPG17 audit identified various deficiencies across the district.

The South Oxfordshire Local Plan identifies the role of planning obligations in securing appropriate sport and recreation facilities. Policy R2 requires outdoor playing space to a minimum standard of 2.4 hectares per 1000 persons based on National Playing Fields Association (NPFA) standards. The NPFA state that 1.6-1.8 hectares of this should be for outdoor sport, with 1.2 hectares of it for pitch sports.

1.10 Paragraphs 41 - 44 state:

The Council will seek contributions from residential developments of one or more dwellings.

An increase in houses or bed spaces will cause an increase in population and in the demand and use of public facilities such as leisure centres, playing fields and indoor and outdoor sports facilities. With the exception of the major new developments where the need for outdoor sports provision on site will be identified when land is allocated for development, there will rarely be scope for on-site provision for indoor recreation or outdoor sport. We will therefore seek contributions towards off-site provision or the improvement of existing facilities in the district from developments that result in an increase in bed spaces (taking into account occasional exceptions such as sheltered housing, where the residents' use of sport and recreation facilities will be very limited).

Pending more detailed work on the adequacy of existing provision in terms of amount and quality, financial contributions for outdoor sport and recreation will be based on provision and maintenance of the cheapest form of facility (playing pitches) using NPFA guidelines. However, the use of those contributions will reflect local recreational needs and opportunities. The NPFA states that 1.2ha of playing pitches should be provided per 1000 population. At an average occupancy rate of 2.26 persons the dwelling, the planned increase of 3,940 dwellings between 2006 and 2016 would generate a need for 10.7 ha of playing pitches.

Using Sport England Quarter 4 2007 costs for football pitches, outdoor sport and recreation contributions will be £605.68 per dwelling.

1.11 The IPG 2008 (paragraphs 44-45) states that contributions will be based on:

Using Sport England Quarter 4 2007 costs for football pitches, outdoor sport and recreation contributions will be £605.68 per dwelling.

Requirements for indoor sport and recreation contributions will be based on the Sport England sports facilities calculator model, which identifies standards and costs for the provision of swimming pool, sports halls and indoor bowls. The anticipated population increase between 2006 and 2016 would generate a need for an additional 91.0 square meters of pool space, 2.52 badminton courts and 0.53 bowls rinks.

- 1.12 Page 7 of the IPG 2008 sets out in a table the contribution requirements in 2008 (only relevant abstracts given here):

6. Guidance - our requirements

Table 1. Summary table of our requirements

	Residential	Non residential
Lifetime homes	10% of 10 or more dwellings	x
Community centres/halls	£668.96 per dwelling in towns £525.13 per dwelling elsewhere	x
Recreation/sport	£1,288.20 per dwelling	x
Play	£280.06 per dwelling *	x
Open space	10% of site or contribution plus maintenance of £16.23 per m ²	x
Greenspace/ biodiversity	£141 per dwelling	As required over 1,000m ²
Allotments	As required	x
Cemeteries	As required	x
Art **	£200 per dwelling on sites over 1ha	£10 per m ² *** for developments over 2,000m ²
Safety/security	£273 per dwelling	Developments over 1,000m ² See Table 2
Recycling banks	£6,000 for 11-20 dwellings and an additional £3,000 for every additional 10 or part thereof	x
Administration ****	£500 min	£500 min
Legal fee *****	At cost	At cost

KEY

Figures in the table will be updated or indexed on a quarterly basis.

* Towards an off-site equipped play facility and additional to on-site casual space (includes maintenance).

** Plus 15% of value of work for management and if adopted by the Council 7% for monitoring, repair and maintenance.

- 1.13 Paragraph 53 sets out that play maintenance will be for 12 months by the developer then a commuted sum to cover 15 years. The cost of providing and maintaining play areas (LAPs, LEAPs, and NEAPs) is set out.
- 1.14 Paragraph 60 sets out that Public Open Space (POS) will be at 10% of the whole of a site, and following a 12 month maintenance period by the developer, a commuted sum to cover 15 years maintenance at £16.23/sq m (index linked from April 2008).

Infrastructure Delivery Plan 2012 (IDP 2012)

- 1.15 The Core Strategy 2012 identifies the planning policy role of the IDP 2012 (see above). In the IDP 2012 it: re-affirms the outdoor pitch standards, the £80/pitch, the LSFS2011, the role of the IDP 2007 (08), the use of Sport England's Sports Facility Calculator, £326.61 per person for outdoor pitch provision.

Infrastructure Delivery Plan 2012 (IDP 2014)

- 1.16 This is a simplified update of the IDP 2012 (being stated to be part of the Adopted Core Strategy). NB paragraphs 5 and 6 stress that *"The IDP is not intended to be a comprehensive list for community project or a shopping list for developer contributions ... it recognises there are other plans and strategies that exist which provide more detail about what and how other elements of infrastructure will be delivered ... information (in the IDP) will be superseded if more up to date information becomes available to the Council"*.

SODC Open Space, Sport and Recreation Facilities PPG 17 Assessment 2008 (OSPPG17 2008)

- 1.17 This was adopted by Cabinet in December 2008 after consultation. The cabinet minutes state the standards would inform negotiations over developer contributions/conditions. The OSPPG17 provides standards of provision and these supersede the standards set out in the IPG 2008.
- 1.18 Tables 57 and 58 of the adopted standards (October 2008) for sports, playing pitches and other facility provision for open space and recreation are given below.

PPG 17 standards 2008

Facility	Proposed Standard	Justification
Sports halls	<ul style="list-style-type: none"> 45 sq.m. of sports hall per 1,000 people (equivalent to one badminton court per 3,500 people and one four-badminton court facility per 14,000 people). Qualitative improvements to ensure that all aspects of all facilities are rated as high quality and meet with Sport England and national governing body technical requirements. The whole population within 7.5 miles (15 minutes driving time) of the closest hall. 	<ul style="list-style-type: none"> Sport England's computerised <i>Sports Facilities Calculator</i> has identified that 45 sq.m. of sports hall per 1,000 people would eliminate the existing shortfall and meet current local needs. <i>Sports Facilities Calculator</i> (Sport England, 2006). Changing facilities are rated as average or poor by 65% of existing users. <i>South Oxfordshire leisure centres user survey</i> (2005). 87% of local users travel for 15 minutes or less and 80% by car. <i>South Oxfordshire leisure centres user survey</i> (2005).
Swimming pools	<ul style="list-style-type: none"> 10.23 sq.m. of indoor swimming pool per 1,000 people. This equates to the following for each 45,000 people: <ul style="list-style-type: none"> 25m x 6 lane pool. 13m x 10m learner pool. 'Leisure' elements where possible to meet districtwide needs. Health and fitness. Quality improvements to ensure that all aspects of all facilities are high quality and meet with Sport England and Amateur Swimming Association technical requirements. The whole population within 7.5 miles (15 minutes drive) of the nearest pool. 	<ul style="list-style-type: none"> Sport England's computerised <i>Sports Facilities Calculator</i> has identified that 18 sq.m. of swimming pool per 1,000 people would eliminate the existing shortfall and meet current local needs. <i>Sports Facilities Calculator</i> (Sport England, 2006). Changing facilities are rated as average or poor by 67% of existing users. <i>South Oxfordshire leisure centres user survey</i> (2005). 87% of local users travel for 15 minutes or less and 80% by car. <i>South Oxfordshire leisure centres user survey</i> (2005).
Athletics tracks	<ul style="list-style-type: none"> One 400m synthetic track per 120,000 people. Quality improvements to make all aspects of the Horspath track high quality and meet with UK Athletics technical requirements. The whole population within 10 miles (20 minutes drive) of the nearest track. 	<ul style="list-style-type: none"> UK Athletics recommends one 6-lane synthetic athletics track per 250,000 people within 20 minutes drive time (20 minutes walk in urban areas). <i>Athletics Facilities Strategy for the UK</i> (UKA, forthcoming). Existing levels of provision in South Oxfordshire are around the average for its CIPFA group.
Outdoor bowling greens	<ul style="list-style-type: none"> One six-rink outdoor bowling green per 13,000 people. Qualitative improvements to ensure that all aspects of all facilities are rated as high quality and meet with English Bowling Association technical requirements. The whole population within 7.5 miles (15 minutes driving time) of the nearest facility. 	<ul style="list-style-type: none"> None of the bowls clubs surveyed has problems with facility access or accommodating new members, suggesting that current levels of facility provision are adequate and therefore a reasonable basis for setting standards. <i>South Oxfordshire sports clubs survey</i> (2005). Only two aspects of the eleven greens in the district are currently rated as high quality. <i>South Oxfordshire facilities audit</i> (2005). The survey of local bowls clubs showed that 82% of members travel for up to 15 minutes to reach their chosen facility and that 68% travel by car. <i>South Oxfordshire sports clubs survey</i> (2005).
Squash courts	<ul style="list-style-type: none"> One squash court per 5,000 people. Qualitative improvements to ensure that all aspects of all facilities are rated as high quality and meet with Squash Rackets Association technical requirements. The whole population within 7.5 miles (15 minutes drive) of the nearest court. 	<ul style="list-style-type: none"> The Oxfordshire Squash Rackets Association has confirmed that current levels of facility provision are adequate and therefore a reasonable basis for setting standards. <i>Oxfordshire Squash Rackets Association</i> (2005). 84% of local users travel for 15 mins. or less and 80% by car. <i>South Oxfordshire leisure centres user survey</i> (2005). Only one of the eleven facilities in the district is currently rated as high quality. <i>South Oxfordshire facilities audit</i> (2005).

Facility	Proposed Standard	Justification
Golf courses	<ul style="list-style-type: none"> • One 18-hole golf course per 12,500 people. • Improved access arrangements for 'pay and play' golfers in sub-areas where no such provision currently exists. • Qualitative improvements to ensure that all aspects of all facilities are rated as high quality and meet with English Golf Union technical requirements. • The whole population within 7.5 miles (15 minutes drive) of the nearest course. 	<ul style="list-style-type: none"> • The English Golf Union states that in the country as a whole, 'supply of golf courses currently exceeds demand, with membership vacancies existing in the majority of golf clubs. Nevertheless, it is important to note that participation rates are still rising'. Current levels of provision are therefore a reasonable basis for setting standards. <i>Golf Development Strategic Plan 2004-2014</i> (EGU, 2004) • Unrestricted 'pay and play' access is available at only three out of ten courses at present. <i>South Oxfordshire sports clubs survey</i> (2005). • 82% of golfers travel for 15 minutes or less and 92% by car. <i>EGU Golf Membership Questionnaire</i> (2003). • Only three aspects of the ten courses in the district are currently rated as high quality. <i>South Oxfordshire facilities audit</i> (2005).
Outdoor tennis courts	<ul style="list-style-type: none"> • One tennis court per 1,250 people. • Qualitative improvements to ensure that all aspects of all facilities are rated as high quality and meet with Lawn Tennis Association technical requirements. • The whole population of the towns and larger settlements within 600m (10 - 15 minutes walk) of the nearest court. • The whole population within 5 miles (10 minutes drive) of the nearest court. 	<ul style="list-style-type: none"> • None of the tennis clubs surveyed has problems with facility access or accommodating new members, which suggests that current levels of facility provision are adequate and therefore a reasonable basis for setting provision standards. <i>South Oxfordshire sports clubs survey</i> (2005). • In the main towns and 12 larger villages, 81% of players travel for up to 15 minutes to reach their chosen facility and that 67% travel on foot. <i>South Oxfordshire sports clubs survey</i> (2005). • In rural areas, 78% of players travel for up to 10 minutes to reach their chosen facility and that 73% travel by car. <i>South Oxfordshire sports clubs survey</i> (2005). • Quality ratings are below average overall at 11 of the 35 tennis court sites in the district <i>South Oxfordshire facilities audit</i> (2005).
Multi-Use Games Areas	<ul style="list-style-type: none"> • 200 sq.m. of MUGA per 1,000 people (equivalent to one MUGA per 5,000 people). • Qualitative improvements so that all aspects of all facilities are rated as high quality and meet with Sport England technical guidance notes. • The whole population of the towns and 12 larger villages within 10 - 15 minutes walk (600m) of the nearest MUGA. • The whole population within 5 miles (10 minutes drive) of the nearest MUGA. 	<ul style="list-style-type: none"> • None of the providers surveyed reported problems with usage capacity at MUGAs, which suggests that current levels of facility provision are adequate and therefore a reasonable basis for setting per capita standards. <i>South Oxfordshire town and parish councils survey</i> (2005). • Only one aspect of one MUGA out of twelve in the district is currently rated as high quality. <i>South Oxfordshire facilities audit</i> (2005). • In the four main towns and 12 larger villages, 78% of users travel for up to 15 minutes to reach their chosen facility and that 92% travel on foot or by bike. <i>South Oxfordshire young people's survey</i> (2006). • In rural areas, 71% of users travel for up to 10 minutes to reach their chosen facility and that 75% travel by car. <i>South Oxfordshire young people's survey</i> (2006).

Facility	Proposed Standard	Justification
Community Halls	<ul style="list-style-type: none"> One Community Hall comprising a main hall with minimum dimensions of 18m x 10m x 6.1m and an ancillary hall with minimum dimensions of 10m x 10m x 3.5m per 2,500 people in the towns and 12 larger villages. Qualitative improvements to ensure that all aspects of all facilities are rated as high quality and meet with Sport England technical guidance notes. The whole population within 600m (10 - 15 minutes walk) of the nearest hall. 	<ul style="list-style-type: none"> Demand for hall space exceeds supply at 15 halls, is effectively balanced in 6 halls and there is some spare capacity at 7. There is frustrated demand at 41% of facilities whose size means that they can accommodate only limited sports and recreation uses. <i>South Oxfordshire town and parish councils survey (2005).</i> The hall size complies with Sport England's optimum dimensions for community sports activities. <i>Design Guidance Note - Village and Community Halls (2003).</i> A qualitative component has been included, because of the poor quality of many current halls (45% are currently of a standard likely to deter some usage). <i>South Oxfordshire facilities audit (2005).</i> 89% of local users travel for 15 minutes or less and 71% on foot. <i>South Oxfordshire town and parish councils survey (2005).</i>
Village Halls	<ul style="list-style-type: none"> One village hall with minimum dimensions of 10m x 10m x 3.5m per 1,250 people in the smaller settlements. Qualitative improvements to ensure that all aspects of all facilities are rated as high quality and meet with Sport England technical guidance notes. The whole population within 600m (10 - 15 minutes walk) of the nearest hall. 	<ul style="list-style-type: none"> Demand for hall space exceeds supply at 8 halls, is effectively balanced in 50 halls and there is some spare capacity in 25 halls. There is frustrated demand at 40% of facilities whose size means that they can accommodate only limited sports and recreation uses. <i>South Oxfordshire town and parish councils survey (2005).</i> The hall size complies with Sport England's optimum dimensions for local sports activities. <i>Design Guidance Note - Village and Community Halls (2003).</i> A qualitative component has been included, because of the poor quality of many current halls (81% are currently of a standard that is likely to deter some usage). <i>South Oxfordshire facilities audit (2005).</i> 89% of local users travel for 15 minutes or less and 71% on foot. <i>South Oxfordshire town and parish councils survey (2005).</i>
Pitch	Proposed Standard	Justification
Adult football pitches	<ul style="list-style-type: none"> One pitch (1.4ha) of high quality standard and meeting Football Association technical guidance notes per 525 16 - 45 year olds, within 5 miles (10 minutes drivetime) of the whole population. Changing facilities of high quality standard, meeting with Sport England and Football Association technical guidance notes to serve all pitches. 	<ul style="list-style-type: none"> The TGR of one team per 261 16 - 45 year olds, multiplied by 2 for home/away play and combined with peak demand patterns, equals to one pitch per 532 16 - 45 year olds. <i>South Oxfordshire playing pitch assessment (2006).</i> There is clear evidence of suppressed demand in Didcot town and the districtwide standard of one pitch per 525 reflects this latent demand. <i>South Oxfordshire playing pitch assessment (2006).</i> 85% of players travel for 10 mins. or less and 89% by car. <i>South Oxfordshire sports clubs survey (2005).</i> Only four of the 52 changing facilities at adult football pitches in the district are rated as high quality. <i>South Oxfordshire facilities audit (2005).</i>

Pitch	Proposed Standard	Justification
Junior football pitches	<ul style="list-style-type: none"> • One pitch (0.5ha) of high standard and meeting Football Association technical guidance notes per 150 10 - 15 year olds, within 5 miles (10 minutes drivetime) of the whole population. • Changing facilities of high quality standard, meeting with Sport England and Football Association technical guidance notes to serve all pitches. 	<ul style="list-style-type: none"> • TGRs for junior players, combined with peak demand patterns, equate to one pitch per 160 people aged 10 - 15. <i>South Oxfordshire playing pitch assessment (2006)</i> • There is clear evidence of suppressed demand in Didcot and the districtwide standard of one pitch per 150 reflects this latent demand. • <i>South Oxfordshire playing pitch assessment (2006)</i> • 79% of players travel for 10 minutes or less and 90% by car. <i>South Oxfordshire sports clubs survey (2005).</i> • Only 2 of 29 changing facilities at junior football pitches in the district are rated as high quality. <i>South Oxfordshire facilities audit (2005).</i>
Mini-Soccer pitches	<ul style="list-style-type: none"> • One pitch (0.3ha) of high quality standard and meeting Football Association technical guidance notes per 150 6 - 9 year olds, within 5 miles (10 minutes drivetime) of the whole population. • Changing facilities of high quality standard, meeting with Sport England and Football Association technical guidance notes to serve all pitches. 	<ul style="list-style-type: none"> • The TGR for mini players, combined with peak demand patterns, equate to one pitch per 150 people aged 6 - 9. <i>South Oxfordshire playing pitch assessment (2006)</i> • 73% of players travel for 10 minutes or less and 91% by car. <i>South Oxfordshire sports clubs survey (2005).</i> • None of the 10 changing facilities serving mini-soccer pitches in the district is rated as high quality. <i>South Oxfordshire facilities audit (2005).</i>
Cricket pitches	<ul style="list-style-type: none"> • One pitch (2.0ha) of high quality standard and meeting England and Wales Cricket Board's technical guidance notes per 1,400 11 - 55 year old males, within 5 miles (10 minutes drivetime) of the whole population. • Changing facilities of high quality standard, meeting Sport England and England and Wales Cricket Board's technical guidance notes to serve all pitches. 	<ul style="list-style-type: none"> • The TGR for men combined with peak demand patterns, equate to one pitch per 1,400 males aged 11 - 55. <i>South Oxfordshire playing pitch assessment (2006)</i> • 76% of players travel for 10 minutes or less and 75% by car. <i>South Oxfordshire sports clubs survey (2005).</i> • Only one of the 47 changing facilities at cricket pitches in the district are rated as high quality. <i>South Oxfordshire facilities audit (2005).</i>
Rugby pitches	<ul style="list-style-type: none"> • One pitch (1.2ha) of high quality standard and meeting Rugby Football Union technical guidance notes per 2,800 8 - 45 year olds, within 5 miles (10 minutes drivetime) of the whole population. • Changing facilities of high quality standard, meeting with Sport England and Rugby Football Union technical guidance notes to serve all pitches. 	<ul style="list-style-type: none"> • The TGR's for rugby combined with peak demand patterns, equate to one pitch per 2,800 people aged 8 - 45. <i>South Oxfordshire playing pitch assessment (2006)</i> • 71% of players travel for 10 minutes or less and 85% by car. <i>South Oxfordshire sports clubs survey (2005).</i> • Two of the seven changing facilities at rugby pitches in the district are rated as high quality. <i>South Oxfordshire facilities audit (2005).</i>
Hockey pitches	<ul style="list-style-type: none"> • One synthetic turf pitch (0.6ha) of high quality standard and meeting English Hockey Association technical guidance notes per 15,000 11 - 45 year olds, within 10 miles (20 minutes drivetime) of the whole population. • Changing facilities of high quality standard, meeting with Sport England and English Hockey Association technical guidance notes to serve all pitches. 	<ul style="list-style-type: none"> • The TGR's for hockey combined with peak demand patterns, equate to one synthetic turf pitch per 24,000 people aged 11 - 45. <i>South Oxfordshire playing pitch assessment (2006).</i> • There is clear evidence of suppressed demand and the districtwide standard of one pitch per 15,000 reflects this latent demand. • <i>South Oxfordshire playing pitch assessment (2006).</i> • 72% of players travel for 20 minutes or less and 88% by car. <i>South Oxfordshire sports clubs survey (2005).</i>
		<ul style="list-style-type: none"> • Neither of the changing facilities serving either of the synthetic turf pitches is rated as high quality. <i>South Oxfordshire facilities audit (2005).</i>

Provision	Proposed Standard	Justification
Parks and Gardens	<ul style="list-style-type: none"> • 3.5 hectares of parks and gardens per 1,000 people in Didcot, Henley-on-Thames, Thame and Wallingford. A hierarchy of provision should be sought, comprising a single 'Neighbourhood Park' of at least 20ha and two or more 'Small Local Parks', extending to at least 2ha each. • 1 hectare of parks and gardens per 1,000 people in the larger settlements of Benson, Berinsfield, Chalgrove, Chinnor, Cholsey, Garsington, Goring-on-Thames, Horspath, Sonning Common, Watlington, Wheatley and Woodcote, comprising a single, multi-function park or recreation ground. • Parks and gardens located within 1,000m (15 - 20 minutes walking distance) of all homes in the settlement. • All parks and gardens qualifying for the 'Green Flag' Award. 	<ul style="list-style-type: none"> • The best level of park and garden provision in the four main towns in South Oxfordshire is in Wallingford, where the Design Guide standard is nearly achieved. It is appropriate, therefore, to seek the Design Guide standard of park provision (in terms of the hierarchy and level of provision per capita) not only in Wallingford but also in the other three main towns. <i>South Oxfordshire Design Guide (2000)</i>. • In the larger settlements, the provision of a park or recreation ground providing 1ha per 1,000 people is justified. This represents the minimum size required to deliver a multi-function open space to meet the needs of the community for informal recreation and community events involving gatherings of large numbers of people, as well as other important open space functions. As in the towns, all homes should be within 1,000m (15 minutes walking distance) of a park of this size. • The 'Green Flag' standard is a nationally recognised quality benchmark. • 86% of local users travel to parks for 15 minutes or less and 65% travel on foot. <i>South Oxfordshire open space user survey (2005)</i>.

Provision	Proposed Standard	Justification
Natural and Semi-natural greenspace	<ul style="list-style-type: none"> At least one accessible natural greenspace with a minimum size of 2.0 ha. within 2km (maximum walking distance) of all households. At least one accessible natural greenspace with a minimum size of 20.0 ha. within 5km (maximum cycling distance and easy driving distance) of all households. At least one accessible natural greenspace with a minimum size of 100.0 ha. within 10km (reasonable driving distance) of all households. All sites conforming to a high quality standard. 	<ul style="list-style-type: none"> Despite the absence of sites within easy walking distance of most urban areas in the district, the survey of local users suggests that the community has few problems with regularly accessing provision at present, with 30% of users visiting daily or on most days. <i>South Oxfordshire open space user survey (2005).</i> Distance to sites does not appear to deter use, with 35% of people surveyed prepared to travel for more than 15 minutes (and 20% for more than 20 minutes), to access the site of their choice. A relatively high proportion of users (45%) are prepared to travel by car (as opposed to an average of 28% for other forms of greenspace). <i>South Oxfordshire open space user survey (2005).</i> Despite the absence of a single site in excess of 500 hectares, there is a good geographical spread of provision of the smaller sites (2 - 20 hectares and 20 - 100 hectares), which on the basis of the travel time tolerances identified above, creates a reasonable network of sites. <i>South Oxfordshire greenspace site audit (2005).</i>
Green corridors	No fixed standard proposed	<ul style="list-style-type: none"> 'The need for green corridors arises from the need to promote environmentally sustainable forms of transport such as walking and cycling within urban areas. This means that there is no sensible way of stating a provision standard, just as there is no way of having a standard for the proportion of land in an area which it will be desirable to allocate for roads'. <i>PPG17: Open Space, Sport and Recreation' (2003).</i> 'Instead planning policies should promote the use of green corridors to link areas to the Sustrans national cycle network, town centres, places of employment and community facilities. In this sense, green corridors are demand-led. However, planning authorities should also take opportunities to use established linear routes, such as disused railway lines, roads or canal and river banks and supplement them by proposals to 'plug in' access to them from as wide an area as possible'. <i>PPG17: Open Space, Sport and Recreation' (2003).</i>
Amenity greenspace	<ul style="list-style-type: none"> 1.0ha of AG per 1,000 people and/or AG to comprise 10% of the total site area of all new housing (whichever is the greater). Quality of all sites conforming to at least four Green Flag criteria. Sites within 600m (10 - 15 minutes walk). 	<ul style="list-style-type: none"> Current levels of provision in the district equate to 1.08 ha per 1,000 people. Surveys of the local community have revealed high levels of satisfaction with the quantity and quality of current provision. <i>South Oxfordshire open space user survey (2005).</i> Current levels of provision in post-1948 housing developments average 8.6%. Surveys of the local community have revealed high levels of satisfaction with the quantity and quality of current provision. <i>South Oxfordshire open space user survey (2005).</i> 78% of local users travel for 10 minutes or less and 65% of travel on foot. <i>South Oxfordshire open space user survey (2005).</i> The 'Green Flag' standard is a nationally recognised quality benchmark.
Allotments	<ul style="list-style-type: none"> In the towns and larger settlements, 0.30 ha. of allotments per 1,000 people. In smaller settlements 0.20 ha. of allotments per 1,000 people. All sites conforming to a high 	<ul style="list-style-type: none"> Current levels of provision equate to 0.27hectares per 1,000 people and there is evidence of unmet demand in the larger settlements. <i>South Oxfordshire allotment providers survey (2006).</i> Local demand for allotments is currently rising. <i>South Oxfordshire allotment providers survey (2006).</i>
	<ul style="list-style-type: none"> quality standard. Sites within 600m (10 - 15 minutes walking distance). 	<ul style="list-style-type: none"> 90% of local users travel for 10 minutes or less and 74% travel on foot. <i>South Oxfordshire open space user survey (2005).</i>

Provision	Proposed Standard	Justification
Children's play provision	<ul style="list-style-type: none"> • In existing towns and larger settlements, the provision of larger, high quality NEAP-type play areas at all existing sites, to meet the needs of all children within a 600m (10 minutes walking) catchment. • In existing smaller settlements with under 3,000 people, the provision of smaller, high quality LEAP-type play areas at all existing sites, to meet the needs of all children within a 600m (10 - 15 minutes walking) catchment (with additional equipment provided where local concentrations of older children justify this). • In all new housing developments, where the opportunity exists to achieve a higher standard of play area provision than is possible in existing settlements, a two-tier hierarchy of provision comprising: <ul style="list-style-type: none"> - A high quality NEAP-type play area, located within 600m (10 - 15 minutes walking time) of all homes in a new neighbourhood of about 3,000 people. - A high quality LEAP-type play area, located within 200m (5 minutes walking time) of all homes in a new neighbourhood of about 1,000 people. 	<ul style="list-style-type: none"> • A hierarchy of provision, with larger play areas serving higher population densities is the most appropriate way of making accessible provision that meets local demand. • The survey of local young people revealed general levels of satisfaction with the number and location of existing play areas, but a desire for higher quality equipment, in particular adventure-type provision. <i>South Oxfordshire young people's survey (2006).</i> • Young people currently travel by bike or on foot for up to 15 minutes to reach their chosen play area. <i>South Oxfordshire young people's survey (2006).</i>

SODC Leisure and Sports Facility Strategy 2011 (LSFS2011)

1.19 Page 29 clarifies its role in informing developer contribution negotiations and the settlement hierarchy used in the 2011 strategy.

A key reason for developing this strategy is to inform work on the Local Development Framework (LDF), specifically the future allocation of developer contributions (S106 funding). The Council, as part of the LDF process, has identified a network of larger settlements using amongst other things the scale of services and facilities provided. It was put out to consultation at the issues and options stage between November 2007 and February 2008 and at the preferred options stage in 2009. There was considerable support for the method used to define the hierarchy, with 85per cent of respondents at issues and options agreeing with the approach. Key points providing a context for the future strategic direction for sports facilities planning are:

- *towns are the most sustainable locations for development*
- *villages are sustainable locations and local sports facilities can help to*
- *maintain the vitality and viability of many rural settlements which are at*
- *some distance from the district's towns.*

The settlements in the district have been categorised by the services and facilities they offer, and policies have been established on this basis. This framework ensures development takes place in the more sustainable places in the district. This accords

with the South East Plan objective of providing most housing where a reasonable range of employment, services and community facilities exist or can be provided. The hierarchy is set out below.

Table 5.1 Settlement hierarchy

Hierarchy	Settlements
Towns	Didcot, Henley, Thame, Wallingford
Larger villages	Benson, Berinsfield, Chalgrove, Chinnor, Cholsey, Crowmarsh Gifford, Goring, Nettlebed, Sonning Common, Watlington, Wheatley and Woodcote

Tiered approach to facility provision

In order that the leisure and sports Facility strategy fits in with this hierarchy, it is recommended that the four towns become hubs for recreation facilities and sub areas are established around each hub.

Summary

- 1.20 The complex policy base for assessing developer contributions prior to the introduction of CIL has now largely been superseded. However even with the introduction of CIL there will be a need to assess local developers' contributions which in turn will need to reflect the CIL tests.

APPENDIX 3: Lord Williams's Lower School community use 2014-15

September 2014-February 2015

Hirer	Facility	Booking hours from Sep14 - Feb15	Hours per week	Sport/Activity	Regular /Not Regular	
Basketball - Monday...	Sports Hall	1		Basket ball		
Chinnor Rugby Club	Sports Field School Side	10	2.5		NR	
Colin Vose (Basketball)...	Sports Hall	32	2	Basketball	R	
Ian Barrett (Haddenham Roosters)...	Sports Hall	16	1	Football	R	
Kites Netball Club...	Sports Hall	16	1	Netball	R	
Long Crendon Netball Club...	Sports Hall	14	1	Netball	R	
MP Sports...	Sports Hall	47		Cricket	NR	will book in the holidays for coaching sessions for 5 hours per day. Private coaching as and when
Nick Cook...	Sports Hall	16	1	Football	R	
Oxford School of Gymnastics	Phoenix Drama Studio	6				when hall in use
Oxford School of Gymnastics	Sports Hall	70.5				Gym show once a year
Oxfordshire Cricket Board Ltd	Sports Hall	162	12	Cricket	R	6 month
Steve Riding (Football)...	Sports Hall	15	1	Football	R	all Year
Thame Netball Club ...	Sports Hall	22.5	1.5	Netball	R	all Year
Thame Royals Netball...	Tennis Court	37.5	1.5	Netball	R	all Year
Thame Runners...	Sports Field Off Site	1		Running Club	R	Speed sessions fortnightly in summer. 10 k Road Race annually
Thame Shuttles Badminton Club	Sports Hall	28	1.75	Badminton	R	all year
Wednesday Night Football...	Sports Hall	22.5	1.5	Football		all year

Ben - 1

Competitive Male Urbanites

- Mainly aged 18-25
- Single
- Graduate professional

Male, recent graduates, with a 'work-hard, play-hard' attitude

5% of all adults; 10% of adult men



About Ben

Ben, 22, has recently graduated and is now working as a trainee accountant. Loving his single life, which is just an extension of university days, he is certainly in no hurry to settle down. His 'work-hard, play-hard' attitude to life sees him putting in long hours at the office, doing a lot of sport and enjoying plenty of socialising with friends. Ben is also more likely to be a student than other groups.

Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home. Whatever he chooses, little time is spent at home.

Image and brand conscious, Ben tries to keep a healthy diet, but with little success. Post-work and post-exercise fast foods are almost daily regimes.

Ethnic origin

Individuals in this segment are predominantly of White British (74%), or Other White (12%) origin; or may also be Asian/Asian British (7%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Josh, Luke, Adam, Matesuz, Kamil

Ben: Sports Overview

- Ben is a very active type that takes part in sport on a regular basis: he is the most sporty of the 19 segments.
- The top sports that Ben participates in are shown in the chart opposite: 33% of Bens play football, compared to 4% of all adults; 24% of this segment take part in 'keep fit and gym' compared to 17% of all adults; 18% of this segment take part in cycling, and 15% take part in athletics or running.
- Swimming is also popular with Ben, with his participation in this sport being in line with all adults. He may also take part in tennis, golf, badminton, squash/racketball and cricket.

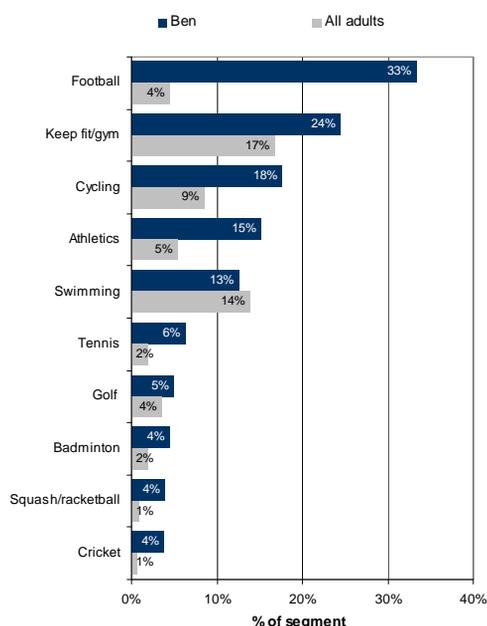
Ben is similar to/lives near:

Chloe (segment 3), other Bens (segment 1)

Ben is likely to live in towns/areas such as:

Maidenhead, Putney, High Wycombe, Wimbledon, Richmond-upon-Thames

Top sports that Ben participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Jamie - 2

Sports Team Lads

- Mainly aged 18-25
- Single
- Vocational Student

Young blokes enjoying football, pints and pool

5% of all adults; 11% of adult men



About Jamie

Jamie is 20 and has just finished studying for an HND at his local college. Since leaving college he's been unable to find a related job and currently works at the local supermarket, but hopes to find something better soon. Jamie lives with his parents in the family home, and still hangs out with his old school-mates.

Jamie plays football in the local youth league, and often plays computer games with his mates from the team. Tight finances mean that Jamie puts a lot on his credit card. His spare cash goes on nights in the sports bar with the boys, either drinking or playing late night pool.

Jamie isn't fussed about his health or diet. He may smoke, and enjoys fast food and takeaways.

Ethnic origin

Individuals in this segment are predominantly of White British (60%), or Other White (15%) origin; or may also be Asian/Asian British (14%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names

Ryan, Nathan, Ashley, Adeel, Pawel

Jamie: Sports Overview

- Jamie is a very active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Jamie participates in are shown in the chart opposite: 28% of this group play football, compared to 4% of all adults; 22% take part in 'keep fit and gym' compared to 17% of all adults; 12% take part in both athletics (running) and cycling, and 10% go swimming.
- Jamie may also take part in badminton, tennis, cricket, basketball and golf.

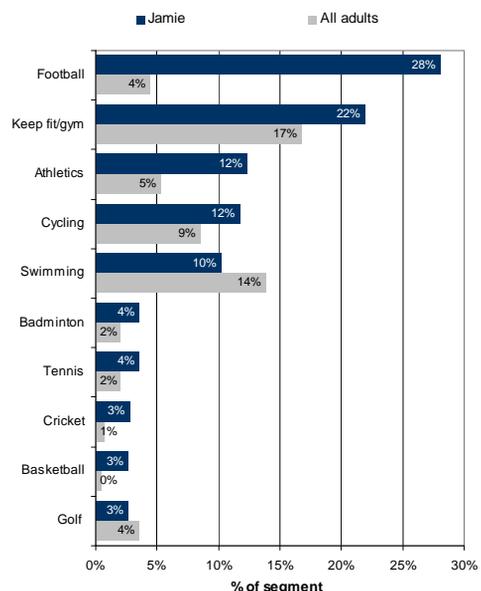
Jamie is similar to/lives near:

Jackie (segment 8), other Jamies (segment 2)

Jamie is likely to live in towns/areas such as:

Hounslow, Croydon, Slough, Leeds, Coventry

Top sports that Jamie participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Chloe - 3

Fitness class friends

- Mainly aged 18-25
- Single
- Graduate professional

Young image-conscious females keeping fit and trim

5% of all adults; 9% of adult women



About Chloe

Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends.

Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. At weekends, Chloe likes to go for a big night out, including a nice meal and a few drinks with her friends.

Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn't fanatical though, wanting to live a fun packed life while she's young, free and single.

Ethnic origin

Individuals in this segment are predominantly of White British (75%), or Other White (12%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names

Nisha, Sophie, Lauren, Charlotte, Lucy

Chloe: Sports Overview

- Chloe is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Chloe participates in are shown in the chart opposite: 28% of this group take part in 'keep fit and gym' compared to 17% of all adults; 24% take part in swimming compared to 14% of all adults; and 14% take part in athletics or running.
- She may also take part in horse riding, tennis, badminton, football, netball and hockey.

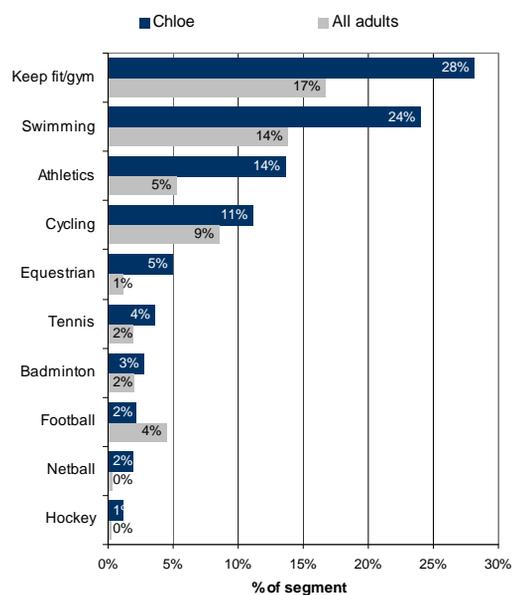
Chloe is similar to/lives near:

Ben (1), other Chloes (3)

Chloe is likely to live in towns/areas such as:

Kingston upon Thames, Guildford, Cambridge, St Albans, Chiswick

Top sports that Chloe participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Leanne - 4

Supportive Singles

- Mainly aged 18-25
- Likely to have children
- Student/part time vocational

Young busy mums and their supportive college mates

4% of all adults; 8% of adult women



About Leanne

Leanne is 23 and lives with her parents and her daughter, Carly, in a small terraced house. Leanne is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can look after Carly.

Leanne doesn't get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, at bingo or maybe in the local pub.

Leanne relies on her mum and girlfriends helping her out. Her mates often come with her to the swimming pool at the weekend and are really good with Carly. Sometimes it's hard to miss out on the fun though, when they go off to a dance class or bowling afterwards and she has to take Carly home.

Ethnic origin

Individuals in this segment are predominantly of White British (65%), or Other White (14%) origin; or may also be Asian/Asian British (12%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Hayley, Kerry, Danielle, Nisha, Saima

Leanne: Sports Overview

- Leanne is the least active segment of her age group (more details overleaf).
- The top sports that Leanne participates in are shown in the chart opposite: 23% of this group take part in 'keep fit' and gym compared to 17% of all adults; 18% of this group take part in swimming compared to 14% of all adults; 9% take part in athletics or running, and 6% take part in cycling
- Leanne may also take part in football, badminton, netball, horse-riding, tennis and volleyball.

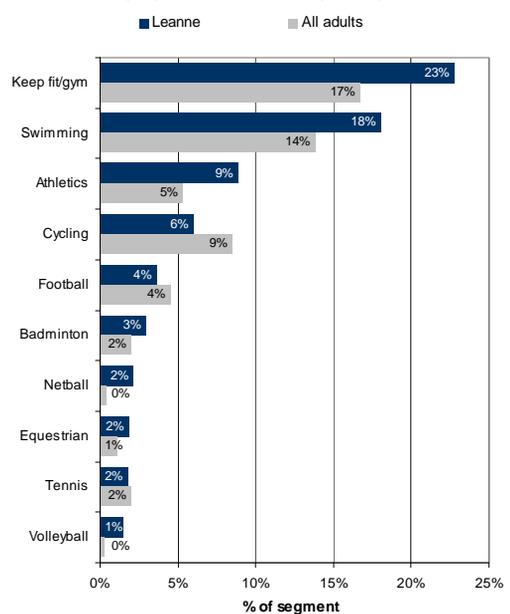
Leanne is similar to/lives near:

Jamie (segment 2), Brenda (segment 14)

Leanne is likely to live in towns/areas such as:

Blackburn, Ilford, Harrow, Leicester, Chatham

Top sports that Leanne participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Helena - 5

Career-Focussed Females

- Mainly aged 26-45
- Single
- Full time professional

Single professional women, enjoying life in the fast lane

5% of all adults; 9% of adult women



About Helena

Helena is 30 and lives in a small, stylish flat on her own. She's working her way up the career ladder and is now starting to enjoy the financial freedoms her salary affords her. In the future Helena may buy a larger house, but at the moment she prefers having more disposable income to enjoy designer clothes, meals out and holidays.

After a long train commute home, Helena prepares herself a quick, healthy meal before heading out to the gym. If she's not worked too late at the office she might catch a class, otherwise opting for a long workout on the machines. Helena likes to keep in shape; she is very image conscious and her healthy diet and exercise regime is an important part of her social and career life.

Ethnic origin

Individuals in this segment are predominantly of White British (76%), or Other White (11%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Claire, Tamsin, Fiona, Sara, Joanne

Helena: Sports Overview

- Helena is a fairly active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Helena participates in are shown in the chart opposite: 26% of this segment take part in keep fit/gym compared to 17% of all adults; 22% take part in swimming compared to 14% of all adults; 11% of this segment take part in cycling and 9% in athletics or running.
- Helena may also take part in horse-riding, tennis, badminton, netball, football and golf.

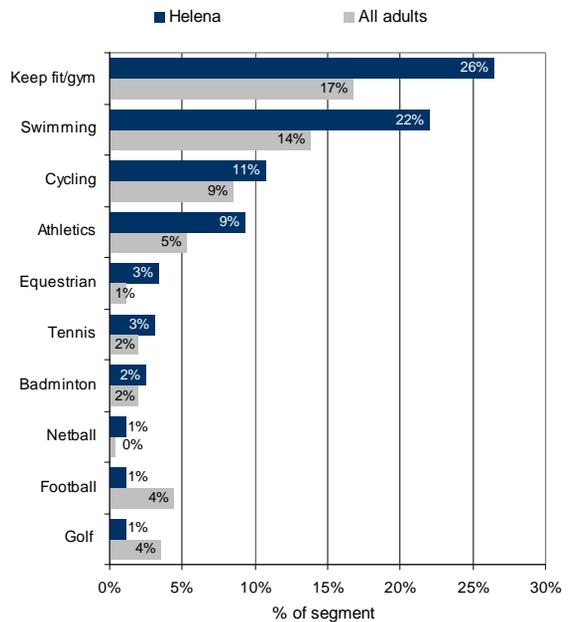
Helena is similar to/lives near:

Chloe (segment 3), Tim (segment 6)

Helena is likely to live in towns/areas such as:

Chelsea, Cheltenham, Harrogate, Reading, Brighton

Top sports that Helena participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Tim - 6

Settling Down Males

- Mainly aged 26-45
- Married or single
- May have children
- Professional

Sporty male professionals, buying a house and settling down with partner
9% of all adults; 18% of adult men



About Tim

Tim is 33 and works in IT. He lives with his wife Lorna in a semi-detached house they own in a desirable suburb. At the moment it's just the two of them, but Lorna is expecting their first baby in a few months' time.

Tim loves sport. Since his job has got busier he doesn't do as much as he used to, but he still manages trips to the gym and the odd mid-week game of squash. He hopes things won't change too much when the baby arrives, but knows they may not be able to enjoy such regular holidays in the future.

Tim's healthy diet is due to Lorna cooking most nights, but he's not particularly health conscious himself. He enjoys a burger and maybe a pint after playing sport, and he may drink at home, albeit lightly.



Ethnic origin

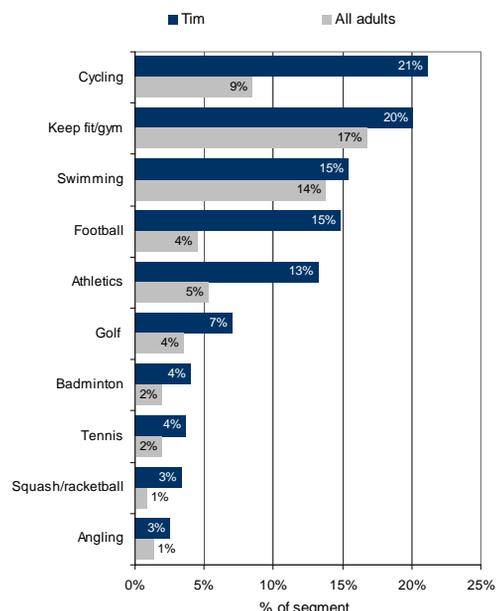
Individuals in this segment are predominantly of White British (77%), or Other White (10%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Simon, Jonathan, Jeremy, Adrian, Marcus



Top sports that Tim participates in



Tim: Sports Overview

- Tim is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Tim participates in are shown in the chart opposite: 21% of this segment take part in cycling compared to 9% of all adults; 20% of this segment take part in keep fit/gym, compared to 17% of all adults.
- Swimming, football and athletics or running are also popular sports for Tim. His participation in swimming is in line with that of all adults, however Tim is more likely than all adults to take part in football and athletics.

Tim is similar to/lives near:

Helena (segment 5), Alison (segment 7)

Tim is likely to live in towns/areas such as:

Camberley, Tunbridge Wells, Banbury, Haywards Heath, Milton Keynes

Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Alison - 7

Stay at Home Mums

- Mainly aged 36-45
- Married
- Stay-at-home mum
- Children

Mums with a comfortable, but busy, lifestyle

4% of all adults; 9% of adult women



About Alison

Alison is 38 and married with two children, aged 6, and 3. As a stay-at-home mum her career is temporarily on hold, whilst her husband works as an accountant. Alison's life is busy. She does the school or playschool run, takes the children to music and horse-riding lessons and keeps the house in order. After putting the children to bed, Alison often spends an evening at PTA meetings. This year she is involved in organising the school fete.



Alison manages to attend a few exercise classes each week whilst her youngest is at playschool, and the family go swimming at the weekend. Concerned about a healthy diet for her family, Alison gets organic vegetables delivered each week. She may enjoy a well-deserved glass of wine while she's cooking dinner.

Ethnic origin

Individuals in this segment are predominantly of White British (78%), or Other White (9%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).



Alternative names

Justine, Karen, Suzanne, Tamsin, Siobhan

Alison: Sports Overview

- Alison is a fairly active segment with above average levels of participation in sport.
- The top sports that Alison participates in are shown in the chart opposite: 27% of this segment take part in keep fit/gym compared to 17% of all adults; 25% of this group take part in 'swimming' compared to 14% of all adults; 12% of this segment take part in cycling, and 11% take part in athletics (including running).
- Alison may also take part in horse-riding, tennis, badminton, netball, rounders and football.

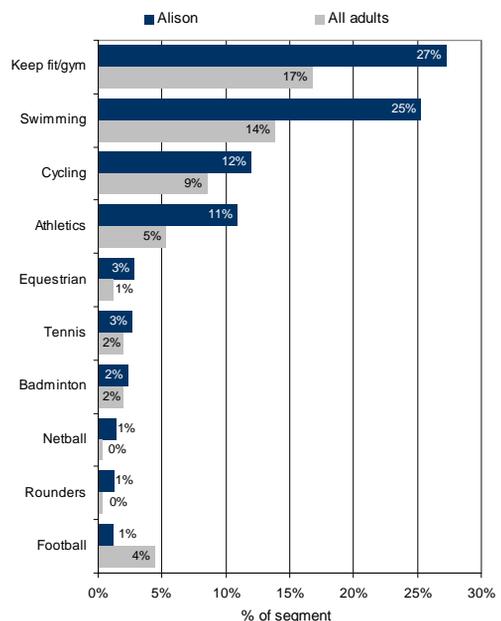
Alison is similar to/lives near:

Tim (segment 6)

Alison is likely to live in towns/areas such as:

Orpington, Bromsgrove, Maidstone, Newbury, Horsham

Top sports that Alison participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Jackie - 8

Middle England Mums

Mums juggling work, family and finance

5% of all adults; 10% of adult women

- **Mainly aged 36-45**
- **Married**
- **Part-time skilled worker or stay-at-home mum**
- **Children**



About Jackie

Jackie, 43, is married with three school age children. She works part time at a call centre and her husband Dave is a salesman.

Life is hectic for Jackie. She doesn't get much time for herself, being busy taking the children to school and after school activities, grocery shopping, working, and getting dinner on the table. She feels like a taxi service for the kids these days, forever taking them to one activity or another both during the week and at weekends.

Jackie goes to an aerobics class one evening a week and tries to take the kids swimming or ice skating on Saturdays. Dave bought her an exercise bike last Christmas, but it is just gathering dust in the garage. Healthy eating isn't high on Jackie's list of priorities. Dinners just have to be quick, easy and something the kids will eat.

Ethnic origin

Individuals in this segment are predominantly of White British (79%), or Other White (8%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Andrea, Cheryl, Deborah, Jane, Louise

Jackie: Sports Overview

- Jackie has above average participation in sport, although is less active than others in her age group. (more details overleaf).
- The top sports that Jackie participates in are shown in the chart opposite: 22% of this group take part in keep fit/gym compared to 17% of all adults; 20% of this group take part in swimming compared to 14% of all adults.
- In line with the general adult population, 9% of this segment take part in cycling; and 6% take part in athletics or running (compared to 5% of all adults).
- Jackie may also play badminton, go horse-riding, play tennis, football, rounders or netball.

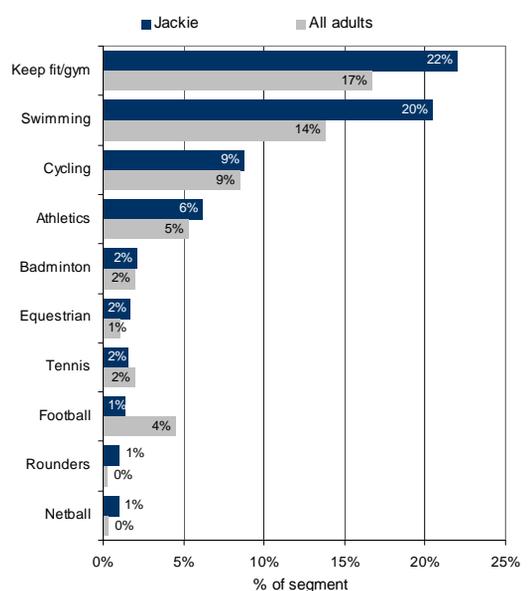
Jackie is similar to/lives near:

Kev (segment 9), Philip (segment 11)

Jackie is likely to live in towns/areas such as:

Dover, Aldershot, Wigan, Uxbridge, Chesterfield

Top sports that Jackie participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Kev - 9

Pub League Team Mates

- Mainly aged 36-45
- Married or single
- May have children
- Vocational job

Blokes who enjoy pub league games and watching live sport

6% of all adults; 12% of adult men



About Kev

Kev, 40, lives with his long-term partner and stepson, working as a self-employed plumber.

On Saturday mornings Kev occasionally trains with the pub football team, and sometimes makes the Sunday side – although he’s struggling more and more to keep up with the lads in the team. Alternatively Kev may spend his weekends doing DIY at home and watching TV. Evenings and weekends may see him down the local pub, smoking, drinking and watching sport, or taking part in other social activities, when work allows.

Kev used to enjoy lifting weights or using his punch bag at home, but lately his shoulder has been playing him up, so instead it is a few games of snooker or darts. He can’t understand healthy eating fads - salads just don’t seem like a proper meal to him, so he tends to stick to a relatively unhealthy processed food diet.

Ethnic origin

Individuals in this segment are predominantly of White British heritage (67%), or Asian/Asian British heritage (12%); or may be of Other White origin (11%), of Irish heritage (6%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Lee, Craig, Steven, Tariq, Dariusz.



Kev: Sports Overview

- Kev has average levels of sports participation (more details overleaf).
- The sports that Kev participates in most are shown in the chart opposite: 14% of this segment take part in keep fit/gym compared to 17% of all adults; 12% of this segment take part in football compared to 4% of all adults. In addition, 11% of people in this segment take part in cycling, and 10% go swimming.
- Kev may also take part in athletics or running, golf, angling, badminton, archery or martial arts/combat sports.

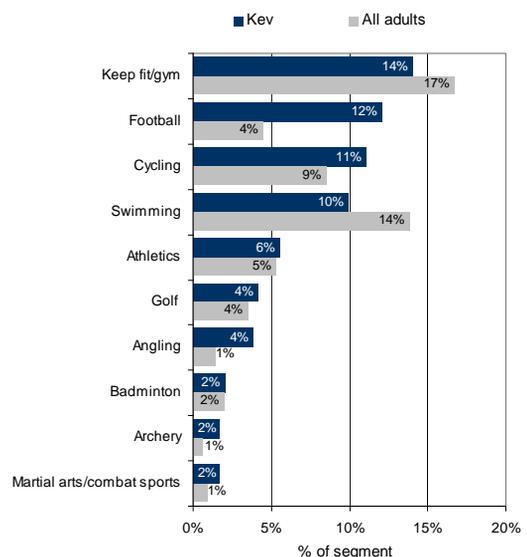
Kev is similar to/lives near:

Jackie (segment 8), Paula (segment 10)

Kev is likely to live in towns/areas such as:

Walthamstow, Walsall, Rotherham, Bradford, Wakefield

Top sports that Kev participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Paula - 10

Stretched Single Mums

- Mainly aged 26-45
- Single
- Job seeker or part time low skilled

Single mums with financial pressures, childcare issues and little time for pleasure

4% of all adults; 7% of adult women



About Paula

Paula, 33, lives in a council owned property with her three children. Jade and Kyle are at school now, but Ruby is still at home. Paula receives some state benefits, but things are still very difficult. Her debt has built up over the last few years and she hasn't been able to work because of the children.



A couple of times a week a friend looks after Ruby so Paula can get a break at afternoon bingo. At the weekend she sometimes takes the kids swimming or ice skating. It's not cheap, but they need entertaining.

Paula can't afford much fresh healthy food; instead she buys convenience meals from the discount freezer store. Given her stress-filled life she feels it's understandable she needs to smoke and enjoy the odd drink.



Ethnic origin

Individuals in this segment are predominantly of White British (70%), or Other White (10%) origin; or may also be Asian/Asian British (10%), of Irish heritage (6%), Black/Black British (3%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Donna, Gemma, Shelley, Tina, Tammy

Paula: Sports Overview

- Paula is not a very active type and her participation levels are slightly below those of the general adult population (more details overleaf).
- The top sports that Paula participates in are shown in the chart opposite: 18% of people in this segment participate in keep fit/gym compared to 17% of all adults; 17% of people in this segment take part in swimming compared to 14% of all adults; 5% of this segment take part in cycling, and 4% in athletics or running.
- Paula may also take part in football, badminton, tennis, rounders, horse riding and netball.

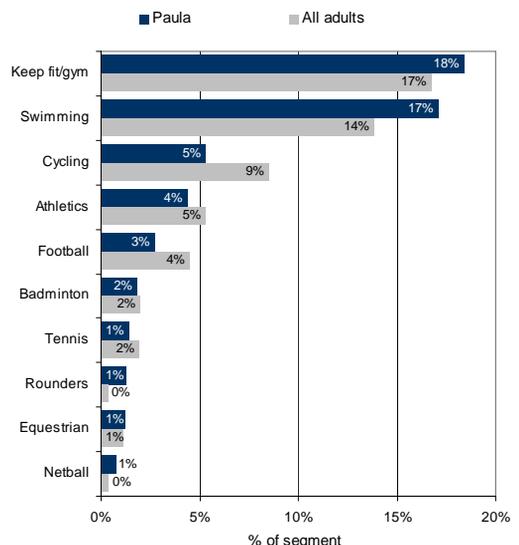
Paula is similar to/lives near:

Kev (segment 9), Brenda (segment 14)

Paula is likely to live in towns/areas such as:

Bootle, Stratford (east London), Widnes, Bolton, Altrincham

Top sports that Paula participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Philip - 11

Comfortable Mid-Life Males

Mid-life professional, sporty males with older children and more time for themselves

9% of all adults; 18% of adult men

- Mainly aged 46-55
- Married with Children
- Full time employment and owner occupier



About Philip

Philip is 48, an owner-occupier, and married with two older children. One recently graduated and left home, the other is on a gap year before starting university next autumn. Whilst there are still some university fees to pay, Philip is at the height of his career, enjoying a comfortable salary at an established firm.

Philip still keeps up his love of sport, hindered only by office pressures. He plays badminton in a local team, and if he gets home early enough, enjoys a swim at the health club. He shares football season tickets with his son, and together they play cricket for the local Sunday side – alas, his rugby days are over.

Reasonably health conscious, Philip wants to stay healthy for later in life so he can keep playing sport for as long as possible. He's not in any hurry to hang up his pads, and anyway, he'd keep up his involvement in the club as fixture secretary.



Ethnic origin

Individuals in this segment are predominantly of White British (82%), or Other White (7%) origin; or may also be of Irish heritage (6%), Asian/Asian British (4%), Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Graham, Colin, Keith, Stuart, Clive



Philip: Sports Overview

- Philip's sporting activity levels are above the national average (more details overleaf).
- The top sports that Philip participates in are shown in the chart opposite: Cycling is the top sport, and 16% of this segment do this at least once a month, almost double the national average.
- Philip also enjoys keep fit/gym, swimming, football, golf and athletics (running). His participation in most of his top sports is above the national average, which is indicative of the priority he places on sport.

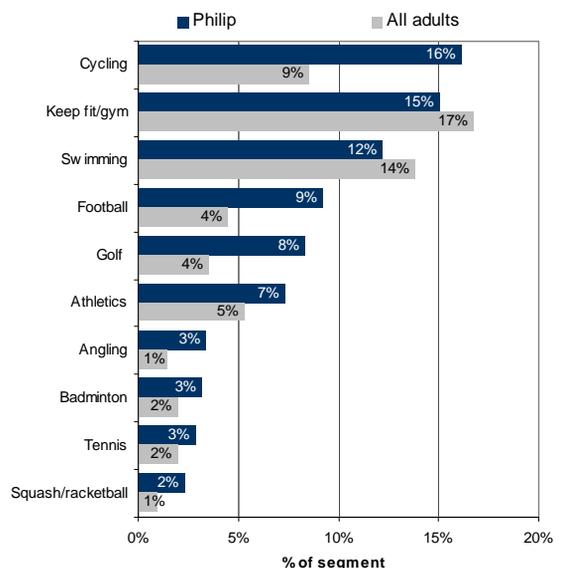
Philip is similar to/lives near:

Jackie (segment 8), Elaine (segment 12)

Philip are likely to live in towns such as:

Chippenham, Eastleigh, Aylesbury, Andover, Southport

Top sports that Philip participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Elaine - 12

Empty Nest Career Ladies

Mid-life professionals who have more time for themselves since their children left home

6% of all adults; 12% of adult women

- Mainly aged 46-55
- Married
- Full time employment and owner occupier



About Elaine

Elaine is 53 and married with two children who have now left home. Having picked up her career again after the children went to school, Elaine is now a full time senior teacher. In a few years' time she'll consider dropping her hours ready for retirement, but for now she's enjoying the career opportunities and chance to stretch herself.



When Elaine gets home from work she enjoys a glass of wine while making a healthy dinner for herself and her husband. They chat over dinner and might even call their son who is away at university, though inevitably they'll be talking to his voicemail.



Elaine goes to a class at the gym one evening a week and enjoys watching dramas or reading a book other nights. Weekends see her going to the stables, gardening or going for a long walk with her husband.

Ethnic origin

Individuals in this segment are predominantly of White British (83%), or Other White (7%) origin; or may also be of Irish heritage (6%), Asian/Asian British (3%), Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Carole, Sandra, Penelope, Julie, Jacqueline

Elaine: Sports Overview

- Elaine's sporting activity levels are consistent with the national average, and slightly above average for some indicators (more detail overleaf).
- The top sports that Elaine participates in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with around a fifth of the segment doing these, followed by cycling (7%), athletics or running (3%), tennis (2%), badminton (2%) and horse riding (2%).
- Her participation levels are above average for keep fit/gym and swimming.

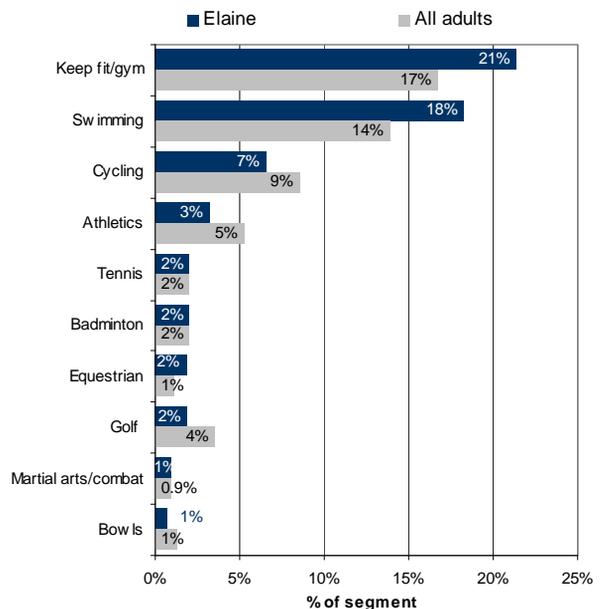
Elaine is similar to/lives near:

Philip (segment 11), Roger & Joy (segment 13)

Elaine are likely to live in towns such as:

Bishop's Stortford, Camberley, Dorchester, Stafford, Shrewsbury

Top sports that Elaine participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Roger & Joy - 13

Early Retirement Couples

Free-time couples nearing the end of their careers

7% of all adults; 6% of adult women, 8% of adult men

- Mainly aged 56 – 65
- Married
- Full time employment or retired



About Roger & Joy

Roger is 57 and Joy is 56. Last year Roger’s accountancy firm made cutbacks and he was offered a generous long-service redundancy payment with which to take early retirement. Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year.

Having paid off the mortgage on their semi-detached house, Roger and Joy may not have a large income, but also haven’t many financial responsibilities. If they need to they can always downsize, possibly to be nearer the grandchildren.

Roger walks the dog to the paper-shop each morning, and often plays golf. When Joy’s around, they often go for a walk together or help out with childcare.

Sometimes Joy goes to over fifties aqua aerobics class at the leisure centre. Her daughter said it might be good exercise and easier on her joints.



Ethnic origin

Individuals in this segment are predominantly of White British (87%), or Other White (5%) origin; or may also be of Irish heritage (5%), Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Melvyn, Barry, Geoffrey, Linda, Susan, Patricia



Roger & Joy: Sports Overview

- Roger & Joy are slightly less active than the average adult population.
- The top sports that Roger & Joy participate in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with 13% of the segment doing these, followed by cycling (8%), golf (6%) and angling (2%).
- Their participation levels are below average for all of these sports, with the exception of bowls, golf and angling.

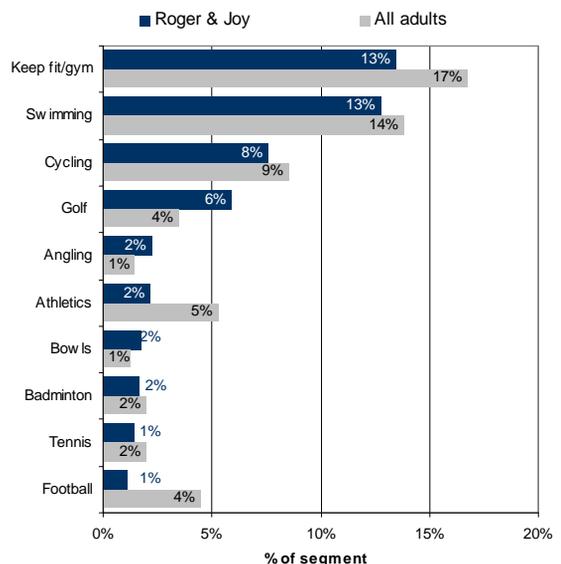
Roger & Joy are similar to/live near:

Roger & Joy (segment 13)

Roger & Joy are likely to live in towns such as:

Newton Abbot, King’s Lynn, Poole, Beverley, Southend

Top sports that Roger & Joy participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Brenda - 14

Older Working Women

Middle aged ladies, working to make ends meet

5% of all adults; 10% of adult women

- Mainly aged 46 - 65
- Married
- Part time employee



About Brenda

Brenda is 51 and works in a local food factory on the production line. Her two children have left home now, so it's just Brenda and her husband in the terraced house.

Brenda gets up early and walks to the early shift at the factory. After a long day on her feet and a walk back home again, she's too tired to do much with her evenings. A good dose of TV soaps provide some welcome relaxation, or she might go to the bingo hall instead. Dinner is inevitably oven food – she's too tired to go to any effort.

On Saturdays, Brenda looks after her grandchildren while her daughter works, often taking them swimming. If she doesn't have them she'll go to an exercise class instead, but with the kids in tow, and the adventure playground being pricey, that doesn't happen often.

Ethnic origin

Individuals in this segment are predominantly of White British (76%), or Other White (8%) origin; or may also be Asian/Asian British (7%), of Irish heritage (6%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Shirley, June, Maureen, Janet, Diane



Brenda: Sports Overview

- Brenda is generally less active than the average adult population.
- The top sports that Brenda participates in are shown in the chart opposite: Keep fit/gym is the most popular sport with 15% of the segment doing this, followed by swimming (13%) and cycling (4%).
- Athletics (including running) is enjoyed by 2% of Brendas. In all cases her participation levels are below the national average for all adults.
- Other sports that she may participate in are badminton, horse riding, tennis, martial arts (including Tai Chi), football and golf.

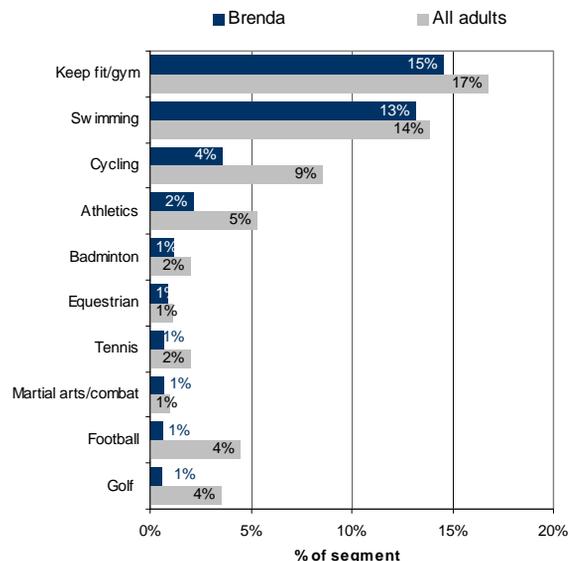
Brenda is similar to/lives near:

Kev (segment 9) and Terry (segment 15)

Brenda are likely to live in towns/areas such as:

Hackney, Rochdale, Lancaster, Corby

Top sports that Brenda participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

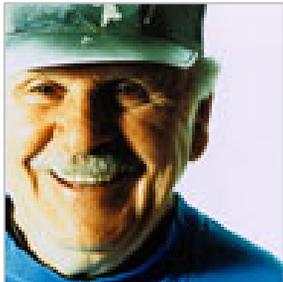
Terry - 15

Local 'Old Boys'

- Mainly aged 56-65
- Single/Married
- Unemployed

Generally inactive older men, low income and little provision for retirement

4% of all adults; 8% of adult men



About Terry

Terry is 59 and lives on his own in a council flat. Having worked on and off as a builder, he has struggled in recent years to get work. At the moment he has a small income as a school caretaker, barely covering the bills.

During the day Terry might do the odd job around the school, but invariably he's not needed until the end of the day once the children have gone home. He spends his mornings watching TV, and afternoons playing darts in the pub, fishing or on the allotment. As part of the local darts team, he plays the occasional competition at weekends, otherwise he goes to the bookies or stays at the pub watching boxing into the early hours. He wishes he still had the fitness to box himself, but those days are a thing of the past.

Terry eats oven food or at the pub most nights. Healthy eating isn't high on his list of concerns – it's expensive and he'd rather have pie and chips.

Ethnic origin

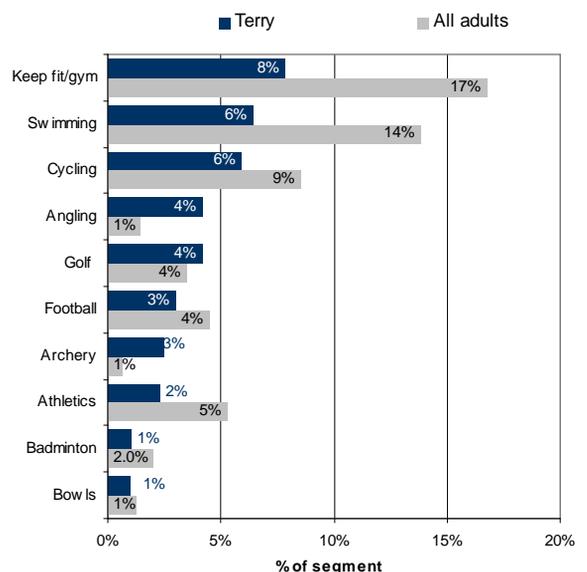
Individuals in this segment are predominantly of White British (79%), or of Irish heritage (7%); or may also be Asian/Asian British (6%), of Other White (6%) origin; Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (1%).

Alternative names

Derek, Brian, Malcolm, Raymond, Michael



Top sports that Terry participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Terry: Sports Overview

- Terry is generally less active than the general adult population.
- The top sports that Terry participate in are shown in the chart opposite: Keep fit/gym is the most popular sport with 8% of the segment doing this, followed by swimming (6%) and cycling (6%). Angling and golf are the next most popular sports, both being played by 4% of this segment.
- Golf, angling and archery are the only sports where a higher proportion of Terrys participate than the national average. In all other cases his participation in his top sports is below average.

Terry is similar to/lives near:

Brenda (segment 14), Norma (segment 16)

Terry are likely to live in towns such as:

Mansfield, Sunderland, Doncaster, Hull, Dewsbury

Norma - 16

Later Life Ladies

Older ladies, recently retired, with a basic income to enjoy their lifestyles

2% of all adults; 4% of adult women

- Mainly aged 56-65
- Single
- Unemployed/Retired

About Norma

Norma is 60 and has now retired. Having spent the last few years as a part time cleaner, she has little income now and a basic private pension to subsidise her state allowance. She lives in a small bungalow, although thankfully the small mortgage has been paid off.

Norma likes to get out for a bit during the day. She goes to an aqua aerobics class at the leisure centre, which is heavily subsidised for her as a pensioner. She also walks to buy a lottery ticket, go to the library or to afternoon bingo. She has to take her time though, as she's not as well these days, having seen the late onset of diabetes in the last few years. When she gets home, Norma likes to sit and watch TV, knit or do some embroidery. At weekends her family usually visit her.

Norma prefers traditional home cooking, she smokes, but rarely drinks – her health and diet are therefore not a great concern.

Ethnic origin

Individuals in this segment are predominantly of White British (79%), or Other White (8%) origin; or may also of Irish heritage (7%), Asian/Asian British (4%), Black/Black British (2%), Chinese (0.5%) or belong to another ethnic group (1%).

Alternative names

Pauline, Angela, Irene, Denise, Jean



Norma: Sports Overview

- Norma is generally less active than the average adult population.
- She is likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Norma participate in are shown in the chart opposite: Keep fit/gym is the most popular sport with 12% of Normas doing this, followed by swimming (10%). Other sports are much less popular with cycling the next choice with only 2% of this segment participating.

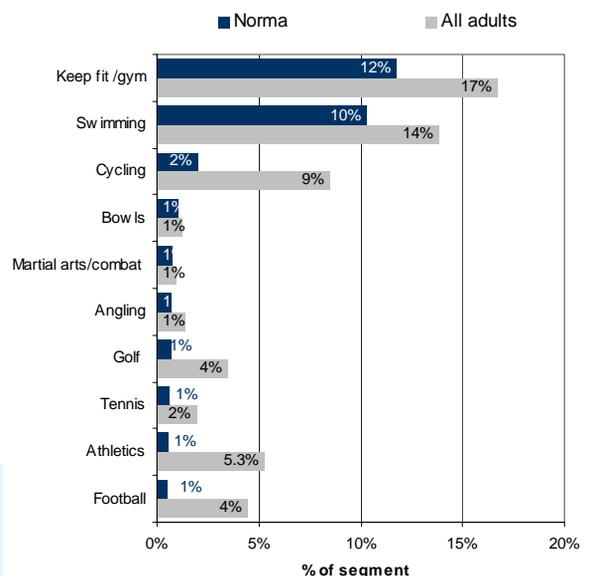
Norma is similar to/lives near:

Terry (segment 15), Frank (segment 18)

Norma is likely to live in towns/areas such as:

Middlesbrough, East Ham, Barnsley, Newcastle, Sheffield

Top sports that Norma participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Ralph & Phyllis - 17

Comfortable Retired Couples

- Mainly aged 66+
- Married/single
- Retired

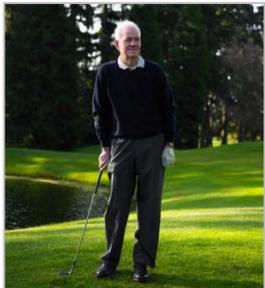
Retired couples, enjoying active and comfortable lifestyles

4% of all adults; 5% of adult men, 4% of adult women



About Ralph & Phyllis

Ralph and Phyllis are in their late 60s and have been retired for some time now. Their children are grown up and have moved out of the family home. Ralph was a successful banker, enabling them to retire early. They've downsized recently, benefiting from Ralph's investment portfolio and comfortable private pension.



Both Ralph and Phyllis feel there is still much of life to live. They enjoy playing golf together, and Ralph competes at weekends sometimes. Phyllis likes to go for the occasional swim while Ralph is out trout fishing, and they also love to go for long walks together. In their earlier years the pace was faster, but they're proud they're still active, enjoying life and can just about keep up with the grandchildren.

Ralph and Phyllis enjoy volunteering in the local community, organising church bazaars and raising money for the local museum.

Ethnic origin

Individuals in this segment are predominantly of White British (89%), or Other White (5%) origin; or may also be of Irish heritage (4%), Asian/Asian British (1%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie



Ralph & Phyllis: Sports Overview

- Ralph & Phyllis are generally less active than the average adult population, but their activity levels are higher than others in their age range.
- They are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Ralph & Phyllis participate in are shown in the chart opposite: 10% of this group take part in keep fit or gym, 9% swim, 7% play golf and 4% play bowls.

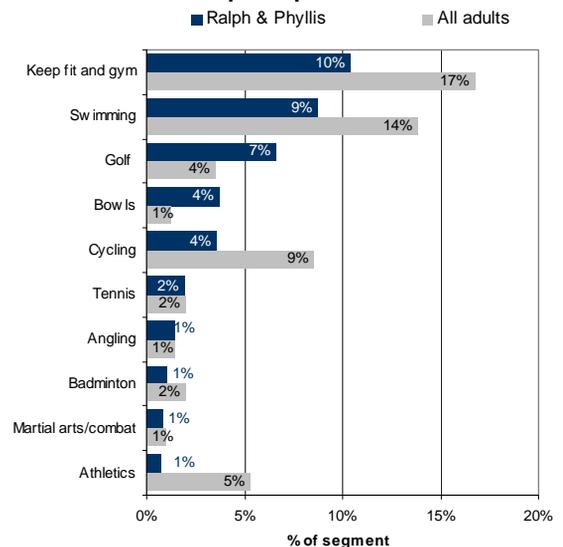
Ralph & Phyllis are similar to/live near:

Other Ralph & Phyllis (segment 17)

Ralph & Phyllis are likely to live in towns such as:

Stratford-upon-Avon, Chichester, Kendal, Farnham, Evesham

Top sports that Ralph & Phyllis participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Frank - 18

Twilight Year Gents

Retired men with some pension provision and limited sporting opportunities

4% of all adults; 8% of adult men

- Mainly aged 66+
- Married/single
- Retired



About Frank

Frank is 69 and lives with his wife in a small bungalow. Having put money into a private pension during his years working as a sales manager, Frank has a reasonable income, and though he can't afford luxuries he enjoys a flutter on the horses, the odd scratch card and spoiling the grandchildren.

Frank spends most of his days watching TV or having a pint at his local. He enjoys playing snooker there, and has taken part in mini tournaments occasionally. At weekends he may take his grandson fishing, but he's not sure for how much longer he'll be able to - his eyesight is getting worse and he won't be able to drive for much longer.

Frank is not particularly health conscious, enjoying hearty traditional meals and a good pint at his local. He is also likely to smoke.

Ethnic origin

Individuals in this segment are predominantly of White British (89%), or of Irish heritage (5%); or may also be of Other White (4%) origin, Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Roy, Harold, Stanley, Alfred, Percy

Frank: Sports Overview

- Frank is generally much less active than the average adult population, but his activity levels are more consistent with other segments in this age range (more details overleaf).
- He is are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Frank participates in are shown in the chart opposite: 7% of this group take part in golf, 6% in keep fit/gym and 6% in bowls and swimming.

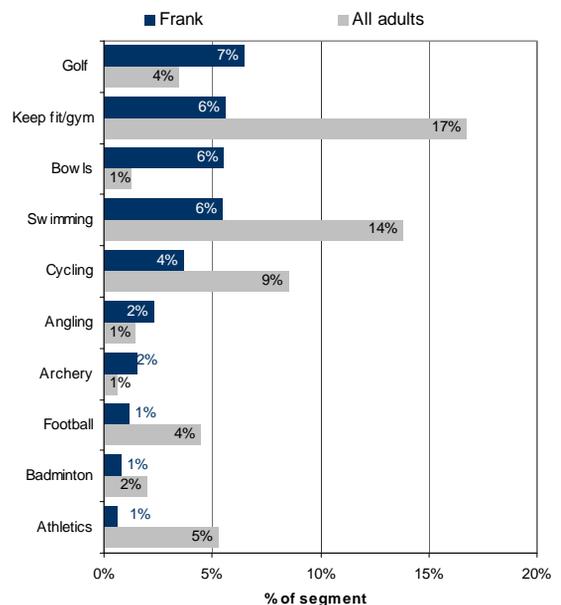
Frank is similar to/lives near:

Elsie (segment 19), Ralph & Phyllis (segment 17)

Frank is likely to live in towns such as:

Eastbourne, Bognor Regis, Skegness, Colchester, Bishop Auckland

Top sports that Frank participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Elsie & Arnold - 19

Retirement Home Singles

- Mainly aged 66+
- Widowed
- Retired

Retired singles or widowers, predominantly female, living in sheltered accommodation

8% of all adults; 2% of adult men, 14% of adult women



About Elsie & Arnold

Elsie and Arnold are aged 81 and live on their own in warden-controlled sheltered accommodation. Their spouses passed away three years ago and they are just about getting used to life on her own, thanks to the support of the other residents.

The sheltered housing is good and the warden checks if anything is needed, and they have card mornings, dance afternoons and bingo evenings in the community lounge each week. Despite this Elsie and Arnold find themselves on their own quite a bit, and like to fill the quiet with TV shows, particularly programmes on the War or black and white films.

They can no longer drive, due to their cataracts. Instead they look forward to a once a week walk to the post office to collect the pension, having a good natter with the lady who works there.

Ethnic origin

Individuals in this segment are predominantly of White British (88%), or of Other White origin (5%); or may also be of Irish heritage (5%), Asian/Asian British (1%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Doris, Ethel, Gladys, Stanley, Walter, Harold



Elsie & Arnold: Sports Overview

- Elsie & Arnold are much less active than the average adult population, but their activity levels are more consistent with other segments in this age range (more details overleaf).
- They are likely to be doing less sport than 12 months ago, mainly due to health or injury.
- The top sports that Elsie & Arnold participate in are shown in the chart opposite: 10% of this group take part in 'keep fit/gym', 7% take part in swimming, and 3% take part in bowls.

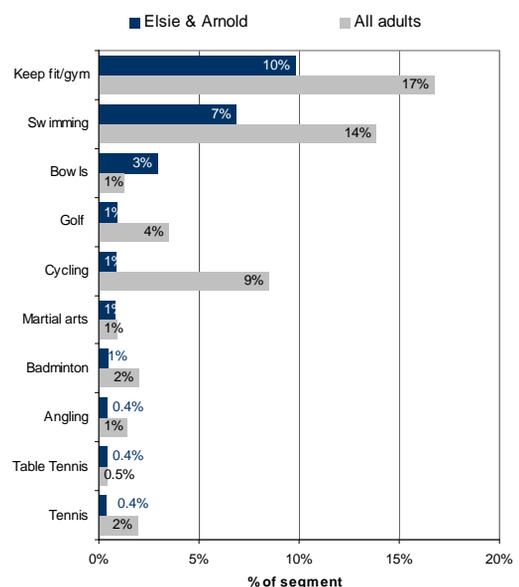
Elsie & Arnold are similar to/live near:

Frank (segment 18), other Elsie & Arnolds (segment 19)

Elsie & Arnold are likely to live in towns such as:

Hartlepool, Pontefract, Durham, Scarborough, West Bromwich

Top sports that Elsie & Arnold participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

APPENDIX 5: South Oxfordshire adjacent local authorities strategy summaries

It is important to set the South Oxfordshire sports facilities assessment within the context of the wider regional sub-area. This is because the larger or more specialist sports facilities often draw users from a wide area. Some residents of South Oxfordshire may travel elsewhere to take part in their sport, whilst facilities in the district may draw users from over the borders. Both housing growth and proposals for changes to the sports facility network outside of the district therefore need to be considered.

Significant housing growth expected within each of the adjacent authorities so the sports facility demand/supply picture is rapidly evolving, and will need to be kept under review.

The relevant sports strategies of each of the authorities have been reviewed, and the key points are drawn out below.

Aylesbury Vale

The Assessment of Leisure and Cultural Facilities for Aylesbury Vale of 2012 considered the implications of the housing growth of 13,500 dwellings in the period up to 2031. The conclusions were:

Sport halls

One 6-court hall would be required in the Aylesbury area. “There is an indication here that sports hall space may be working close to capacity”, and specific unmet demand was identified from the largest badminton club in the district, and consultation feedback suggested a lack of ancillary hall/studio space.

Swimming pools

No additional swimming pool space is required.

AGPs

One AGP should be provided in the Aylesbury area.

Grass pitches

A further 10 football and 1 cricket pitch is required for Aylesbury, plus 3 football pitches and one cricket pitch for the Buckingham area. There is also a requirement for 1 additional football pitch in the Winslow area.

Other facilities required

Specific facility needs identified are:

8 x outdoor tennis courts for Aylesbury, and 3 x courts for Buckingham.
1 rink for indoor bowls in Aylesbury
Improvements to the existing athletics provision

Cherwell

Sports halls

An FPM Interim Report was published in April 2014 which was submitted as part of the local plan evidence base. The report considered the supply/demand balance in 2013 and forecast the expected changes up to 2031 using the forecast population but no change in the supply of facilities.

The increase in hall demand up to 2031 across the authority as a whole up to 2031 is estimated to be approximately 4 badminton court, largely because the aging population balances out the new demand from the new housing. The demand in Cherwell for sport hall space currently is of the same order but slightly above the demand in the adjacent authorities of South Oxfordshire and South Northamptonshire, and in each of the authorities the demand per 1000 population is expected to fall up to 2031.

The only places with any notable unmet demand currently are Banbury and Bicester, but this does not change up to 2031. The current satisfied demand is around 95% and but this may fall slightly to 93% by 2031. About 9% of the current satisfied demand is met outside the authority, and this is expected to rise slightly to 10% by 2031. Of this exported demand, about 2% is currently exported to South Northamptonshire and this may rise to about 3%.

About 15% of the use of the sports halls in Cherwell is imported from surrounding authorities, with about a third of these visits being from South Northamptonshire. On average the halls in Cherwell are running at about 70% full, with the Bicester Leisure Centre, Kidlington & Gosford Leisure Centre and Spiceball Leisure Centre running at 100% full. Of the schools sites Cooper School and North Oxfordshire Academy are running above the 80% capacity level whilst the other schools are running at less than 50% full.

No new facilities are specifically proposed, but the report notes that there may be justification for additional all space in Bicester.

Swimming pools

An FPM Interim Report for pools was also published in April 2014 which was submitted as part of the local plan evidence base. The report considered the supply/demand balance in 2013 and forecast the expected changes up to 2031 using the forecast population but no change in the supply of facilities. The forecast growth was for 13,552 dwellings.

The increase in swimming pool demand up to 2031 across the authority as a whole up to 2031 is estimated to be approximately 184 sq m, largely because the aging population balances out the new demand from the new housing. The demand in Cherwell for swimming pool space currently is of the same order but slightly above the demand in South Northamptonshire, and in both of the authorities the demand per 1000 population is expected to fall up to 2031.

The current satisfied demand is around 94% and but this may fall slightly to 93% by 2031. About 10% of the current satisfied demand is met outside the authority, and this is expected to rise slightly to 11% by 2031. Of this exported demand, almost all of it is to Oxford with very minimal amounts to South Northamptonshire. At the present time there is no lack of capacity in the Cherwell pools, but this becomes an issue by 2031 because of the location of the housing growth in relation to the network of pools.

About 18% of the used capacity of the swimming pools is imported from surrounding authorities, with about just under half coming from South Northamptonshire. On average the pools in Cherwell are running at about 70% full and this will around 75% full by 2031. The FPM estimates that the used capacity of the leisure centre pools at Bicester, Banbury (Spiceball) are operating at above the 80% benchmark rate considered as “full” by Sport England but there is some spare capacity at the Kidlington leisure centre. The other pools in the district, including school and commercial pools are running below the 80% capacity.

There are no facility specifically proposals in the report, and it is implied that additional provision is not a high priority.

Artificial grass pitches

An FPM Interim Report for artificial grass pitches was also published in April 2014 which was submitted as part of the local plan evidence base. The report considered the supply/demand balance in 2013 and forecast the expected changes up to 2031 using the forecast population but no change in the supply of facilities. The forecast growth was for 13,552 dwellings.

In 2013 the authority had 7 sand based/dressed pitches on 6 sites but no 3G or water-based pitches.

Very little increase in AGP demand is expected up to 2031 across the authority as a whole, largely because the aging population balances out the new demand from the new housing. The total demand is and remain equivalent to around 4.5 full size pitches and 96% of the demand is, and will continue to be “satisfied”.

About 25% of the current satisfied demand is met outside the authority, and this is expected to rise slightly to 27% by 2031. Of this exported demand, almost all of it is to Oxford. There is approximately a balance between the number of visits which are imported and the number which are exported from South Northamptonshire.

The FPM estimates that the used capacity of the existing AGPs in Cherwell are close to or above 90%, with one exception, the Dewey Sports Centre (Bloxham School).

There are no facility specifically proposals in the report, but the report suggests that resurfacing one or more hockey pitches to 3G should be a priority.

Other facilities

The PPG17 assessment audit and strategy for Open Space, Sport and Recreation dated 2006 has not yet been updated. This suggested that, by 2026 Cherwell would have an oversupply/ shortfall of:

- Health and fitness oversupply of 190 stations
- Indoor bowls shortfall of 2.95 rinks

Playing pitches

The Cherwell Playing Pitch Strategy is dated 2008. At that time the strategy suggested that there was no additional requirement for adult football pitches but there was a small need for mini and junior football pitches. Two additional cricket pitches were an identified need for the Rural South area of the authority. There was no additional requirement for rugby pitches.

Update April 2016

As the playing pitch strategy and indoor sports facilities strategy are now out of date, the authority is starting work on replacement strategies. This will also provide an opportunity to consider the implications of further housing growth.

The authority is in the process of introducing CIL but will be looking for the strategies to justify standards of provision for use in S106 negotiations.

Current proposals

Bicester Sports Village 2017

Phase 2 of the new sports facility being developed as part of the Bicester Kingsmere housing site. Will have grass pitches, 3G pitch and pavilion.

Bicester Indoor Sports Centre 2020

£5-6m expansion proposed but dependent on land negotiations of ex school playing field space north of site. Hall, fitness gym, 25m x 6 lane pool with moveable floor, studio space.

North West Bicester 2022

17 ha of space identified for outdoor sports facilities. Mix of provision to be determined.

Banbury

Improvements to Wood Green Leisure Centre, including small expansion of fitness gym. Potentially considering using winter cover for the outdoor pool (50m).

Possibly 2 x 3G full size pitches, on school academy sites, so no guarantee of delivery.

Banbury United being relocated from existing site (due to be developed) to site adjacent to Banbury RFC. Considering potential for joint use 3G stadium pitch.

Grass pitches – some to be provided, but only sufficient to meet needs of new housing.

Cherwell and S Northants likely to share services from June 2016.

Oxford City

Leisure and Wellbeing Strategy 2015-2020

The strategy concluded that there was spare capacity at most times in the leisure centres with the exception of Ferry Leisure Centre where there was limited capacity at peak time. This spare capacity was around 500,000 visits per annum across the centres, but this was mostly off-peak. The FPM assessment showed that there was sufficient pool space to meet all future demand up to 2025 and that a high proportion of residents are within a 20 minute walk of a pool. However the FPM assessment for sports halls found that there was a small under-supply of 4 courts, which would rise to 6 courts by 2025. This level of under-provision should be met through the development of other community facilities, such as schools.

The 2015 strategy confirmed the investment needs identified by the 2012 strategy, including: £3m investment into the sports pavilions; £500,000 into tennis courts and MUGAs, and; investment into the Horspath Athletics Ground in advance of the London 2017 World Athletics Championships.

Other specific investment priorities which were identified include: improve Ferry and Barton Leisure Centres, and develop a gym attached to Oxford Spires Academy.

Playing pitch and outdoor sports strategy 2012-2026

This strategy covers grass and artificial pitches and also tennis courts, athletics tracks, bowling greens, golf courses and MUGAs.

In relation to grass pitches, the following changes to the pitch facilities were noted:

- The development of a 3G pitch at The Community Arena, Court Place Farm, Marston.
- The development of a 3G pitch plus hockey surface pitch at the Oxford Academy school

- The potential for a small-sided football facility, with the preferred site of either Sandy Lane or Rose Hill.
- The development of Barton Pavilion.

The football assessment showed that there was some spare capacity in the provision of senior pitches with secure community use. The main issues for seniors was the quality of the ancillary facilities and pitch quality. There is a deficiency in youth and mini football provision, most acutely in the north east and south east areas of the city. Although there is some spare capacity in the senior pitch provision, even if this was remarked to the mini and junior sizes, there is no spare capacity overall in the amount of playing field space available which is in secure community use. The recommendations included attempting to secure more pitch space into community use and the over-marking of pitches at the mini and youth levels.

The rugby assessment concluded that there was a deficiency of rugby pitches in secure community use in the city, as the only pitches available for hire with secure use are the Horspath Sports Ground and 2 pitches at Oxford Academy. The site at North Hinksey in the Vale of White Horse caters for a high number of displaced players. The main recommendation is that rugby club use on none secure sites should be formalised and made secure.

The cricket assessment identified that there was a clear need for additional pitch space with secure community use and there is also need to improve the ancillary facilities. The quality of the pitches varies, but the 2nd pitch at Horspath is identified as not meeting the OCA league requirements, and the recommendation is that it should be improved. All pitches should be retained including the sites at Oxford University Press Sports Ground and Lincoln College Sports Ground identified as potential locations for housing.

There is one Gaelic football club in the city, playing at Horspath Sports Ground. The pitch is used about 15 times a year. The club did not identify any issues with the accessibility or quality of the pitch.

For artificial grass pitches, the use by hockey and the sport is strong, but new pitches are not required for this sport. For football, the recent new 3G pitches may have met the demand, but this would need to be kept under review. The priorities for investment were the resurfacing of the Oxford Brooks University pitch, and the East Oxford small size pitch.

Baseball

There are two sites used for baseball; Horspath Sports Ground and Rover Sports and Social Club. The facilities are adequate but an opportunity was identified to improve the Horspath site with some funding from the NGB.

Outdoor bowls

There are 8 bowls clubs in the city with 10 greens. The conclusions were that there is sufficient supply of bowls greens in the city, now and in the future, but the network should be kept under review.

Tennis courts outdoor

There are 5 clubs in the city and 240 courts, of which about 25% are owned by the City Council, of which about 2/5ths are grass with the others tarmac. The conclusions were that there were sufficient tennis courts now and for the future, but that some sites needed improvement.

Athletics tracks

There are two athletics facilities; Oxford University Athletics track and Horspath Sports Ground in South Oxfordshire. The conclusions were that the facility provision was sufficient and the primary recommendation was the resurfacing of the Horspath track and the exploration of alternative management arrangements.

Golf

There is one golf club in the city but there are a number of courses around the city. The recommendations were to retain the existing golf course and to explore “extreme golf” at leisure centres.

MUGA

The MUGAs included in the assessment are those which are used to deliver the Street Sports programme and also the open access sites. The distribution of MUGAs across the city is good with the exception of the east side. The recommendations were that a site should be developed in the east and that there needed to be a maintenance programme to ensure the quality is maintained. A further recommendation was that parks and green spaces should be considered for green gyms or fitness trails.

Netball

Netball is primarily played on school sites but non-school include John Radcliffe Hospital and Court Palace Farm where 6 courts have been recently provided. The capacity problems identified by the netball clubs were anticipated to be alleviated by the new provision.

- The development of 6 netball courts at The Community Arena, Court Place Farm, Marston.

Reading Borough Council

The university campus in Reading has a number of facilities, and has some degree of community use.

The authority does not have a current published built facilities strategy but is in the process of producing an Indoor Facilities Strategy.

At the end of November 2015, Reading Borough Council decided to move towards the long term replacement of the Central Pool. This would be likely to take 4-5 years before the new pool would be opened, and it was decided that a 25 m (number of lanes to be confirmed) pool plus learner pool would be provided at Rivermead Leisure Centre as a demountable facility during the period of closure of the Central Pool. The Central Pool currently has a 25m x 6 lane pool, plus diving pool, plus two learner pools. There will therefore be a significant reduction in the amount of available water space in Reading. As Rivermead is already estimated to be at 71% used capacity, there will be a significant shortfall in water space in Reading.

In the longer term the Council would also look to replacing the Palmer Park pool and potentially provide a competition pool.

The implications for swimmers are that using Reading pools will be much less attractive or difficult to access because of demand, and the number of swimmers coming to the pools in South Oxfordshire seem likely to increase.

The committee report of November 2015 also refers to a draft report recommendation for the development of a 5 court sports hall, but no location has yet been identified.

West Berkshire

This authority does not have up to date strategies for indoor or outdoor sports facilities, or for playing pitches. There are no specific proposals or assessments relevant to South Oxfordshire. The Infrastructure Development Plan includes:

- Necessary infrastructure: improvements to sports pitch provision both authority wide, and within the Newbury/Thatcham Spatial area
- Preferred infrastructure: “various schemes to provide and/or extend community facilities”.

Wokingham

The latest strategy is the Open Space, Sports and Recreation Strategy of November 2013. This was based on the PPG17 Open Space, Sport and Recreation Audit Update of February 2012. The audit work of 2012 had the following relevant findings:

- There is sufficient sports hall capacity now in the district, and this will continue up to 2026. Only Woodford Park Leisure Centre close to Reading is operating close to full
- The smaller activity halls have generally seen declining demand. Some have marked out badminton courts. No additional facilities are proposed.
- None of the swimming pools in Wokingham is currently operating at 70% used capacity or more, and both public pools and commercial sector pools are needed to meet the demand. No additional facilities are proposed.
- There is more than sufficient health and fitness provision than is needed for the community, now and up to 2026.
- There is one site for indoor bowls, to the south of Reading. This is effectively inaccessible to residents in S Oxfordshire.
- For football, there is a significant deficit of junior and mini pitches and the demand for mini soccer is expected to increase in the period up to 2026.
- For cricket there are a number of sites which are being overplayed and the sport is expected to have an increased number of boys and men's teams by 2026, which will make this deficit worse, particularly in the south east of the borough.
- For rugby, most of the provision (clubs) are in the north of the Borough, with Reading RFC and Redingensians in the area plus Reading University. There is currently some unmet demand in this area, and the deficit of pitch space will worsen with the increased population and any increase in participation.
- The provision for hockey is approximately in balance with demand but the membership at Reading and Wokingham hockey clubs has been increasing. Reading Hockey Club would like a further 2 AGPs. Further hockey surface AGPs are therefore needed to meet future demand.
- For outdoor bowls there is sufficient current provision and club membership has remained static and have some spare capacity. No additional provision is therefore identified as being required.
- Golf did not require any additional facilities.
- Outdoor tennis provision includes 8 club sites, some of which have seen increasing membership. Crowthorne and Berkshire County are seeking additional courts.
- There are no athletics tracks in the borough and Palmer Park at Reading is the closest, which is home of Reading Athletics Club. This club was hoping to establish a satellite club in Wokingham for sports hall athletics.
- Most netball in the borough is played at school sites and most is played outdoors due to a lack of appropriate and bookable indoor facilities. There is a central venue, 9 courts at Cantley Park. No new facilities are recommended.

- There are 8 MUGAs at 5 sites across the borough, all owned and maintained by Wokingham BC. Just under half are floodlit and there appears to be demand for more floodlighting. There was a need for an additional MUGA at Chalfont Park.

New facilities to cater for the anticipated growth include:

- North Wokingham – dual use of hall and MUGA facilities at Matthewsgreen Farm primary school, and extension of Cantley Park (4.5 ha)
- South Wokingham – 10 ha of playing pitches to be provided either as dual use facility or development of new sports hub. Sports hall to be delivered either as part of the sports hub or as separate community building.
- South of M4 Strategic Development Location – 10 ha to be delivered as sports hub.
- Arborfield Strategic Land Development – 14 ha of old MOD land,

The assessment behind this strategy, the Open Space, Sport and Recreation Facilities Assessment and Standards (2010-2012) indicated that the borough had a small surplus of senior football pitches but a significant under supply of junior and mini football pitches. The Council is therefore developing three sports hubs as strategic sports pitch sites, each of which is proposed to have both a 3G artificial pitch (full size or small size) and grass pitches. The strategy in 2013 did not identify any specific sites for these new hubs with the exception of the extension of Cantley Park.

Wycombe District

The Wycombe Sports Facilities Strategy 2015-2020 reviews the current provision of facilities and forecasts forwards the needs up to 2033. The population figure used in the Wycombe Facilities Strategy was 173,300, but the Office of National Statistics has now revised this to 176,200. The difference between the two is 2,800, which is not strategically significant in sports facilities terms when taken across the authority as a whole. No attempt has therefore been made to bring these into line within the South Oxfordshire report.

The findings were:

- There is a current surplus of water space and this will continue up to 2033. Most cross-border travel will be out of the district to the Stoke Mandeville site in Aylesbury.
Since the strategy was published, WDC has opened the new Wycombe Leisure Centre which has 50m x 8 lane pool plus 4-lane 20 m pool.
- There is a current shortfall of 16.5 badminton courts and this situation will worsen up to 2033, with a shortfall of 22 courts. There are three planned additional facilities on school sites, and there is likely to be some significant export of participants to a number of sites, particularly in Aylesbury Vale.
Since the strategy was published, WDC has opened the new Wycombe Leisure Centre which has 12 badminton courts.

- There is a slight over provision of health and fitness stations and this will turn into a small shortfall by 2033. No additional facilities are required as there is sufficient provision in the adjacent authority areas.
Since the strategy was published, WDC has opened the new Wycombe Leisure Centre which has 150 fitness stations and 3 studios.
- There is a current shortfall of 6 rinks for indoor bowls and this will increase slightly up to 8 rinks by 2033.
- Squash has a current shortfall of 6 courts and this will rise to 8 by 2033. However the facility at Beaconfield may meet some of this demand.
- For adult football there is a small surplus of provision which is sufficient to meet future demand.
- For youth football there are deficiencies across the district with the exception of the Stokenchurch area and 9 additional pitches are required.
- Many areas of the district have deficiencies in mini football but no extra pitches are required as this need can be accommodated within the existing spare capacity.
- There is a slight deficit currently for cricket and a further pitch is required by 2026.
- For rugby there is an approximate balance in supply and demand, and this will continue up to 2026.
- There is a current shortage of three 3G pitches and this will increase to 4 by 2026.
- The demand for outdoor bowls is currently in balance with supply but an additional green will be required by 2033.
- There is a current deficit of 3 outdoor tennis courts and there will be a need for 19 additional courts by 2033.
- There is currently sufficient provision of MUGAs but there will be a need for 2 additional sites by 2033.